



Recruitment Strategies & Ideas

The first thing to having a great recruitment season is to start with a solid plan (we have a tool for that!). Set out dates, deadlines, and goals prior to beginning to invite new members, so that you'll know if your strategies are successful.

Most chapters invite all eligible members and then induct them; many also host interest meetings using KDP tools, along with the resources they create.

Some chapters get extra creative while recruiting, here are their ideas:

- Create a value proposition – tell people what they are signing up for, in advance and get them excited about opportunities to develop their teaching skills outside of courses (*because KDP is so much more than just honor cords!*)
- Use social media (and not just the chapter's, but also the school of education).
- Participate in involvement fairs
- Ask education faculty to post something about the chapter or, even better, if you can share during their class (**bonus points** if it's an introductory course).
- Encourage academic advisors to be aware of the chapter and champion membership to their advisees.
- Plan events that grow members' professional networks, by going into schools, contacting principals, and meeting alumni.
- Invite non-members to professional development and other valuable meetings (maybe at a low cost – bonus fundraiser!)
- Set up “office hours” in an entrance to the building or the education office.
- Have mixers with freshman or newly declared education majors to help orient them to the major, but also to KDP
- Raffle off free memberships.
- Raise money so the chapter can offer free memberships to those who cannot afford the fees (have your Chapter Counselor oversee this).
- Review your joining process – and how it fits with KDP's registration for new members to ensure that it isn't too difficult or confusing.
- Invite local professional educators into the chapter, then use their classrooms for service projects.
- Trying to recruit a different level of educator than the chapter has previously? Consider innovative ways you can serve both groups (i.e. mock interviews are great for education leadership majors and students. Those getting graduate degrees can mentor and share their research as professional development. Do service projects with members who are practicing educators).
- Look at what other clubs and organizations do for recruitment and adapt it for the chapter.

And finally, be creative!