

# FIMRC Chapters: Recruiting Resources

Recruitment is crucial to the longevity of your FIMRC chapter but also proves to be one of the toughest aspects of the Chaptership Program! Here are some resources to keep your chapter growing!

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**Know Your FIMRC Chapter.** If you're going to recruit new members, you'll need to be able to speak about who you represent, and why it's different than other organizations. Here are some pieces that would be helpful to talk about:

- Chapter's purpose
- Types of activities
- Expectations of members
- Past successes
- Future plans
- Benefits to members



**Get Everyone Involved.** All members of your FIMRC Chapter are important in helping to recruit new members, as word of mouth is one of the best ways to recruit! Here are some ways in which members can get involved:

- Walk new members to 1<sup>st</sup> meeting
- Create marketing materials
- Invite your friends, classmates, etc.
- Help with advertising



**Be At Organization Fairs.** Although it may not seem like you make a difference with so many other organizations, this is a great way to get your name "out there" and hook in people to your chapter.



**Plan An Introductory Meeting.** Many members will still have questions and be unsure even after speaking to someone, so give them the chance to see what meetings are like and provide a little orientation so everyone's on the same page!



## Additional Resources

We hope you'll find the resources below useful in planning recruitment strategies for your chapter!

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[Recruitment: The Key to Organization Success](#)

[Recruitment/Retention](#)

[Recruiting Members and Keeping Them Active](#)

[70 Ways to Recruit New Members](#)

[17 Membership & Recruitment Tips from College Students](#)