

*Improving the lives of women and girls  
 through programs leading to social  
 and economic empowerment.*

## Soroptimist International of the Americas

Recruitment Tip: Secrets Revealed – What Potential Members Want!

Recruiting members can be a daunting task—it’s hard to know exactly what a prospective member is looking for when she visits your club. What if you could “get inside the head” of a group of prospective members to learn everything they want out of a membership?

You’re in luck! SIA has access to a pool of enthusiastic prospects—everyone who fills out an Introduction Form on the SIA website! Through a survey, they’ve revealed what they’re looking for in an organization. Now your club can stop the guesswork and build your recruitment strategy on what we *know* matters to potential members!

* **Relationships** **–** Nearly 75% of respondents indicated they sought “friendship and fellowship,” and “being with other like-minded women.”

Does your club offer opportunities for socializing before and after your meetings, so members can mingle and get to know one another? Invite a prospective member to come to a meeting a few minutes early, and introduce her to a few members so that she’ll feel at ease once you get down to business! Create space for fellowship, and when you have a visitor showcase that opportunity for meeting new friends!

* **Mission –** 68% were interested in joining because of a personal connection to our mission.

Is your club participating in SIA’s signature [Dream Programs](http://www.soroptimist.org/members/program/programdocs/generalinformation/english/dream-programs-messaging.pdf), the [Soroptimist Live Your Dream Award](http://www.soroptimist.org/members/program/lyd-awards.html) and [Dream It, Be It: Career Support for Girls](http://www.soroptimist.org/members/program/career-guidance-girls.html)? Highlight these life-changing programs and local women- and girl-focused projects that your club is working on. Prospects want to join Soroptimist because of our mission to improve the lives of women and girls. When talking about the club, focus on mission-based work and let a potential member know how she can get directly involved in those projects when she joins!

* **Personal Growth** **–** 63% of those surveyed hoped to gain leadership and personal development opportunities through their membership.

What are the opportunities for leadership in your club? Tell a prospective member about the committees and other positions that are available. Be sure to share any opportunities for leadership training—what is the path for a new member who wants to take on responsibility in the club? Consider using the [Capacity Inventory](http://www.soroptimist.org/members/membership/MembershipDocs/RecruitReten/SoroptimistCapacityInventory_01_2015.docx) as a tool. It can help you determine what skills a potential member brings to the table, and will tell you what she wants to learn—so you can steer her towards committees and projects that will truly engage her interests!

* **Volunteer opportunities** **–** 62% of prospective members were looking for hands-on opportunities to do volunteer work.

Does your club have an upcoming project, program, or event? Invite a prospective member to participate! This value should be easy to demonstrate—volunteer opportunities are our clubs’ bread and butter!

Does what your club offers match up with these values that prospects are looking for in a membership? If so, then Soroptimist is a perfect fit for her! Our clubs are uniquely poised to offer all of the above—a group of like-minded women with whom to foster friendships and grow together while volunteering on life-changing programs that improve the lives of women and girls! Focus on these topics in your conversations when talking about your club to possible recruits—these are the values that are important to them and will make them want to join!