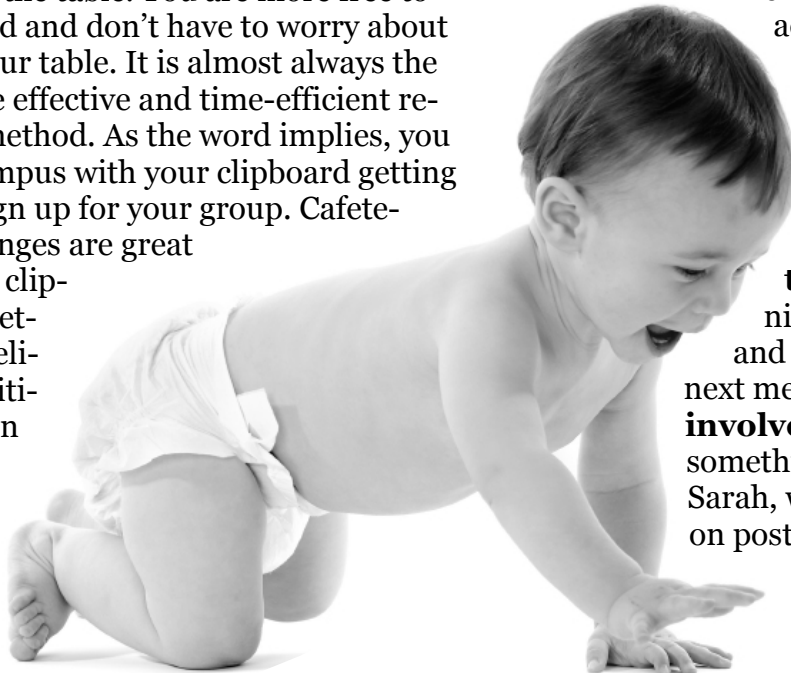


# 5 Steps To Recruiting New Members

You'll learn fast what great things you can do with only a few dedicated people, but more members means more activism and more babies saved!

**1. Start by gathering your materials.** At the very least you will need a pen, sign in sheet and clipboard. If at all possible, you should also have a flier to give to the people you meet. This flier should include three pieces of information. It should briefly explain what your group is about, list the group contact information and give details of the next meeting, event or volunteer opportunity. If you plan to have a table, you may want to use posters, give-aways (such as key chains or pens) and candy.

**2. Clipboarding, tabling and networking are great ways to recruit.** Tabling involves setting up a table in a busy area on campus or at an event. Use your posters, candy and give-aways here. Do not stand behind the table. Do not sit down. Approach students to sign them up for your group. Clipboarding is like tabling but without the table. You are more free to move around and don't have to worry about watching your table. It is almost always the better, more effective and time-efficient recruitment method. As the word implies, you walk the campus with your clipboard getting people to sign up for your group. Cafeterias and lounges are great places to do clipboarding. Network with religious or political groups on campus, invite them to join your pro-life group.



**3. Be pro-active, friendly and focused.** However you decide to go about recruiting, DO NOT wait for people to approach you. It rarely happens. Walk up, smile and say “**hi, are you pro-life?**” Sign up the pro-lifers and move on quickly from the pro-aborts. Be interested in the people you meet. Introduce yourself, tell them briefly what your group is about, give them a flier and get their information. Stay focused. DO NOT get drawn in to long conversations about pro-life versus pro-abortion.

**4. Make sure to get phone numbers!** Your sign up sheet should have three columns, the first for name, the second for phone number and the last for email address. It's very important to get phone numbers and if you put it last people will skip it. Fill in the first few lines of the sign-up sheet with friends' contact information so that when people sign up they see they are not the first. They will also be much more likely to fill in the phone number box if they see that others already have. If you notice somebody not filling in their phone number, ask them for it. If they refuse, fill in your number after they leave so that the next student doesn't see that box left empty.

**5. Take notes, follow up and ask for involvement.** After you sign up a new person, write down a few notes on him or her on the back of your sign up sheet. Maybe they said they were pro-life because they were adopted or because doctors recommended abortion for their downs syndrome cousin. Did they mention a sibling or parent being involved in politics, pro-life or religious work? Write down these details. **Call through your list** later that night, thank them for signing up and ask if they are coming to your next meeting or event. **Ask for their involvement** right away, even with something small. For example, “hey Sarah, we have a couple people working on posting fliers up tomorrow in the library and in Clark hall, could you help out with that?”