

BEST CHAPTER Recruitment Practices



These are recruitment methods practiced by some of the Society's largest Chapters. These practices have been successful for other Chapters and can help grow your Chapter too.

Target young members with entry level class visits – *University of South Carolina*

Stop by entry level courses and give a brief overview of what PRSSA is and benefits of membership. Bring flyers for the first meeting to leave with students. Freshmen and sophomores have more time to develop into Chapter leaders.

Reach out to other majors – *James Madison University*

Reach out to majors like business, marketing, graphic design, advertising and journalism. PRSSA has opportunities for each of these majors.

Make each person feel valued – *Howard University*

Be genuine with each potential member, ask them what they want to get out of PRSSA. Reach out to students before and after the first meeting. This helps to show you value them as a member.

Student organization fairs – *Ohio University*

This is a great way to talk to many people. Have a poster with highlights from the previous semester and different materials like t-shirts, swag, awards, brochure, and any other recruitment materials. Have a sign up sheet to collect contact information for potential members and keep them updated about meetings and events. Recruitment materials and informational packets are also available on the PRSSA website.

Have promotional materials – *Temple University*

Examples of promo materials are: Chapter brochures, stickers, phone wallets, and postcards.

Share the semester's schedule – *University of Tennessee, Knoxville*

Plan all of the semester's meeting dates before the semester starts so you can put them on a flyer and post on social media. This helps to bring in people throughout the semester because they can see all the dates in advance.

Partner with other organizations. – *West Virginia University*

Host events with other organizations, like a fundraiser for a nonprofit, to meet a wide array of prospective members.

Tell Your Story!

Share why you joined! Tell them how PRSSA has helped you personally and professionally.

For more recruiting tips and techniques, visit the PRSSA website, prsa.org/prssa, or contact the Vice President of Member Services at vpmemberservices@prsa.org.