

Ways to Recruit New Members

1. **Send an invitation letter** to all sophomores and above ranked in the top 40 percent academically in your college or school of agriculture. All graduate students are eligible. Don't forget transfer students!

2. **Create a list of potential new members**

At your next chapter meeting, ask every member in attendance to think of ten people they know that might qualify for Alpha Zeta membership. Ask them to invite them to the next informational meeting for potential new members.

3. **Use the following for referrals:**

a. Every person you interact with on campus is connected to literally hundreds of other people. If you want to find the best and brightest in agriculture in hopes of recruiting them to join your chapter, start asking the following people for names:

- Professors
- Tutors
- Student life staff members
- Student organization leaders
- Groups of students in the ag dining hall
- The person sitting next to you in class
- Recruitment ambassadors from your college
- Orientation leaders/student tour guides
- Administrators
- Students in your study groups
- Teaching Assistants

4. **Get referrals from Greek Life**

Contact every fraternity and sorority on your campus via IFC or the Fraternity and Sorority Life Office. Request a few minutes at the beginning of their chapter meeting to make a brief presentation and request for help in finding names of high quality agriculture students.

5. **Alumni family and friends**

An annual appeal to your alumni for recommendations of students is one great way to recruit new members! Don't forget to follow up with those alumni and thank them for their recommendation and let them know if someone joined.

6. **Tabling**

Information tables are a common way for organizations to solicit new people for membership. The problem? Most organizations are really bad at running their table! Here are some tips for tabling:

- Never sit behind the table. You should be standing up, ready to greet people as they pass by. Even if they don't join AZ, it will leave a lasting impression.

- Keep the table clean and uncluttered. A tablecloth, a way to share contact information, and some pictures is all you need.
- Make sure your table is in a high traffic area. YOU have to do the recruiting, not wait for people to come up to you!
- Exchange contact information and ask for a referral of others who might want to join AZ.

7. Draft a strong marketing plan

Alpha Zeta National Office knows when it's recruitment time – we see a surge in traffic to our website, which means potential new members are searching to see what they can find out about your chapter! Make sure you have a strong presence on social media and on your chapter website with consistent branding. Have all active members change their Facebook profile to the AZ logo as a way to get your brand out there!

At the end of the day, recruitment is everyone's job, and it's one of the most important activities of an AZ chapter. Recruiting new members is how we perpetuate the ideals of our Fraternity. Your chapter can only grow if every brother is committed to pitching in and recruiting new members.