

Recruiting Members



SPRING

- Promote chapter successes on social media & local news
- Showcase TSA projects and accomplishments
- Hold a fun event to recognize members
- Compile photos and videos of past year
- Elect officers for upcoming year

SUMMER

- Officers plan recruitment & fundraising efforts for year
- Plan introductory meeting
- Reflect on successes and setbacks of past year
- Host a fun social event to bring prospective members to
- Showcase fun memories and accomplishments from Nationals

FALL

- Host a fun informational meeting at the start of the year (with food) for prospective members
- Ask past members to speak about their experiences
- Put up flyers and advertise at a Club Fair or Orientation
- Organize a service project open to the whole community to spread awareness of the chapter

ALWAYS

- Tell people about TSA!
- Schedule school announcements to remind members about meetings
- Stay in constant communication with the chapter & school
- Recognize member accomplishments (displayed in school, yearbook, on social media, sent to local news, etc.)
- Organize community events & fundraisers

Recruitment is a process that advisors, chapter officers, and individual chapter members should contribute to; a promotion strategy even as simple as word-of-mouth can go a long way!