



# Quick Recruiting Tips

- Enlist the entire board in your efforts to grow membership and recruit volunteers. The VP of Membership is not the only person responsible for membership growth, just as the president is not the only person charged with recruiting new leaders and volunteers.
- Leverage the state list of ATD members provided by your [chapter relations manager](#) to identify prospective members and volunteers. Ask board members to personally invite people from their professional networks to learn more about the chapter.
- Develop compelling value propositions for members, volunteers, and leaders. Watch the [Elevate Your Recruiting Message webcast](#) to learn more.
- Connect with large local companies and national corporations with a local office to learn about the needs and challenges their talent development teams are facing. Encourage senior leaders to join the board so they can guide the chapter's efforts to address those challenges.
- Build relationships with your members to learn what motivates them, what their challenges are, and how to keep them engaged.
- Frequently assess the needs and expectations of your program attendees, members, volunteers, and board members. Reach out to people whose talents align with volunteer opportunities to ask if they are interested in volunteering. Connect with people whose expectations are not being met to learn what the chapter can do differently and ask if they would be interested in supporting those efforts. Refer to the [Annual Membership Survey Job Aid](#) and [template](#) for additional resources.
- Welcome, engage, and onboard new members to help them understand the value of chapter membership. When your members have a better understanding of the benefits of chapter membership, they can more readily promote the chapter to others.
- Schedule regular check-ins with your leaders and volunteers to develop authentic connections, learn about their unique talents, and maximize their potential contributions.
- Learn about your members' personal and professional goals. Introduce them to chapter members and leaders who can assist them in reaching their aspirations.
- Rather than presenting only general information about the benefits of chapter membership, ask your members and board members to share stories about how their involvement with the chapter has affected them personally and professionally.
- Partner with other talent development organizations in your area to identify prospective members and volunteers. Encourage board members to attend these groups' events so they can share information about the chapter with attendees.

These tips were compiled from several sessions at the 2018 ATD Chapter Leaders Conference (ALC) including, "10 Awesome Tips for Growing Your Membership" (facilitated by Jamie Millard and Peter Ward, Bay Colonies Chapter), "A Rebuilding Year: Refilling Your Leadership Pipeline Through Meaningful Connection" (facilitated by Sandra Neal, Chattanooga Area Chapter), and "Membership Isn't Zombie Management" (facilitated by Sallia Bandy, Austin Chapter).