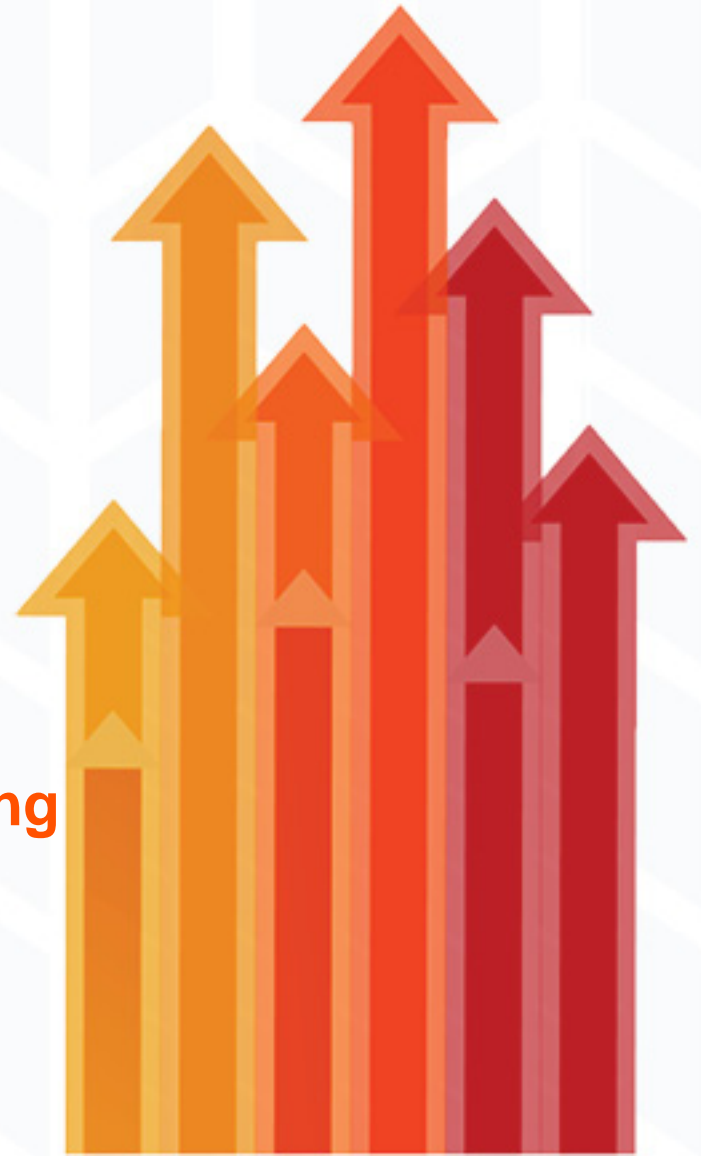



# ALC 2018

 CHAPTER LEADERS CONFERENCE  
MAXIMIZE • OPTIMIZE • THRIVE

## Keys to Building a Culture of Recruiting in your Chapter

Chris Coladonato, National Advisor for Chapters  
David Hofstetter, National Advisor for Chapters





How many have an  
**open leader/volunteer position**  
or are **concerned about recruiting**  
volunteers?



Why?  
What's the challenge?



# Recruiting

noun

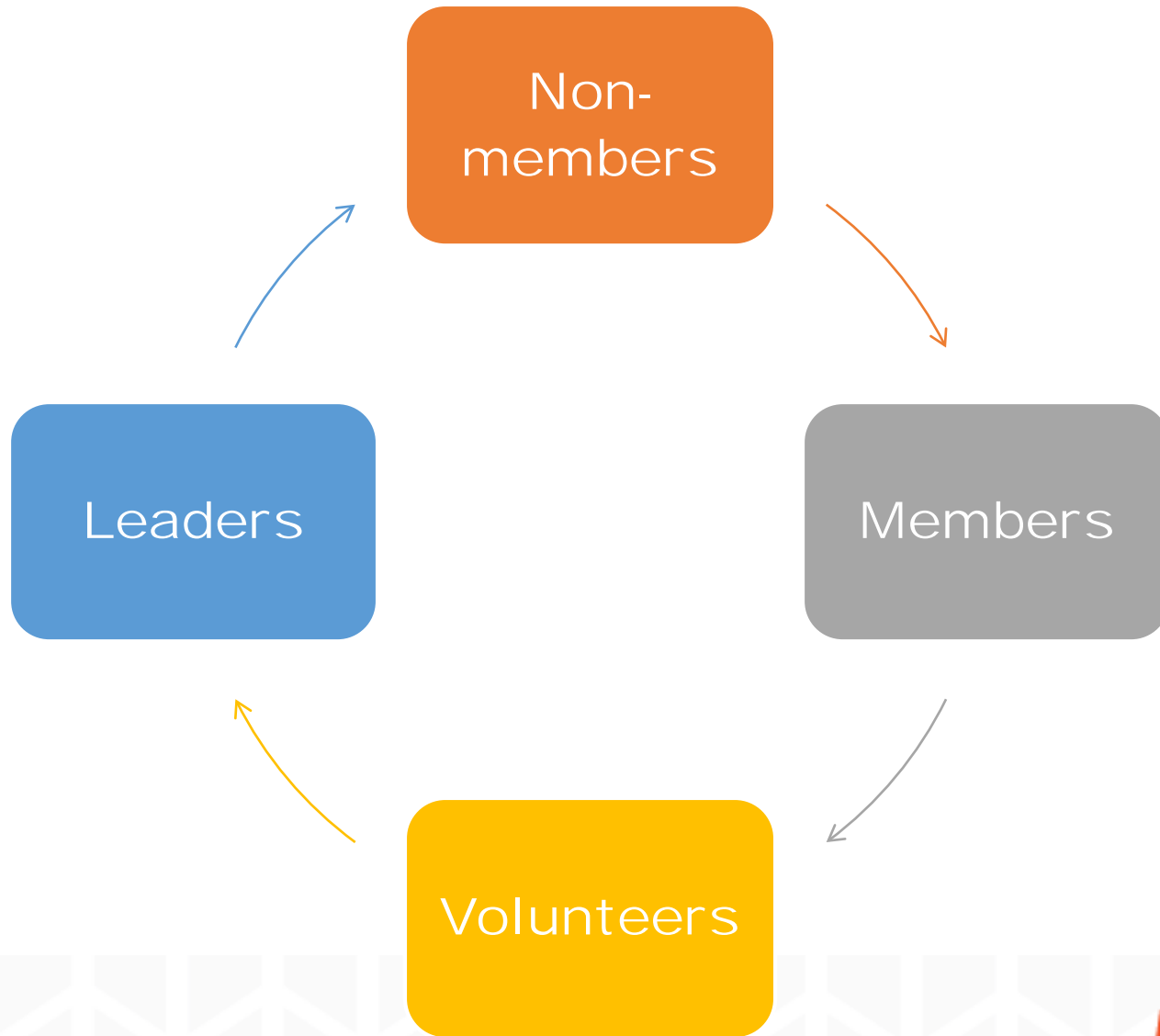
1. a newly enlisted or drafted member of the armed forces.
2. a new member of a group, organization, or the like.

verb (used with object)

1. to furnish or replenish with a fresh supply; renew.
2. to renew or restore (the health, strength, etc.).
3. to attempt to acquire the services of (a person) for an employer:
4. to attempt to enroll or enlist (a member, affiliate, student, or the like):

verb (used without object)

1. to engage in finding and attracting employees, new members, students, athletes, etc.
2. to gain new supplies of anything lost or wasted.



# Session Focus

- **Learn 5 Ws of Recruiting**



WHO



WHAT



WHERE



WHEN

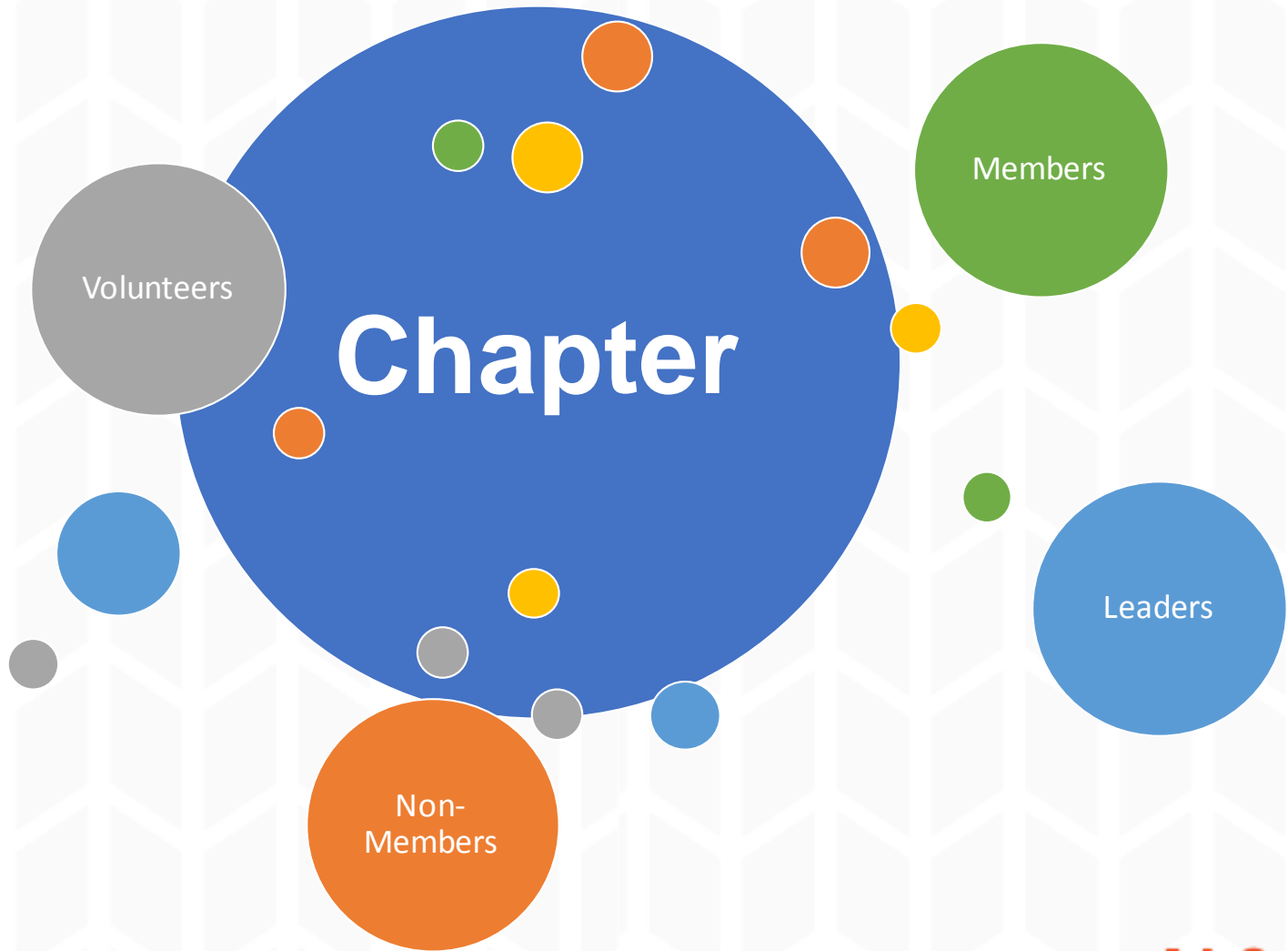


WHY

# Session Focus

- **Learn 5 Ws of Recruiting**
- **Create an Elevator Pitch to Recruit**
- **Draft a Recruiting Strategy**
- **Discover Best Practices**







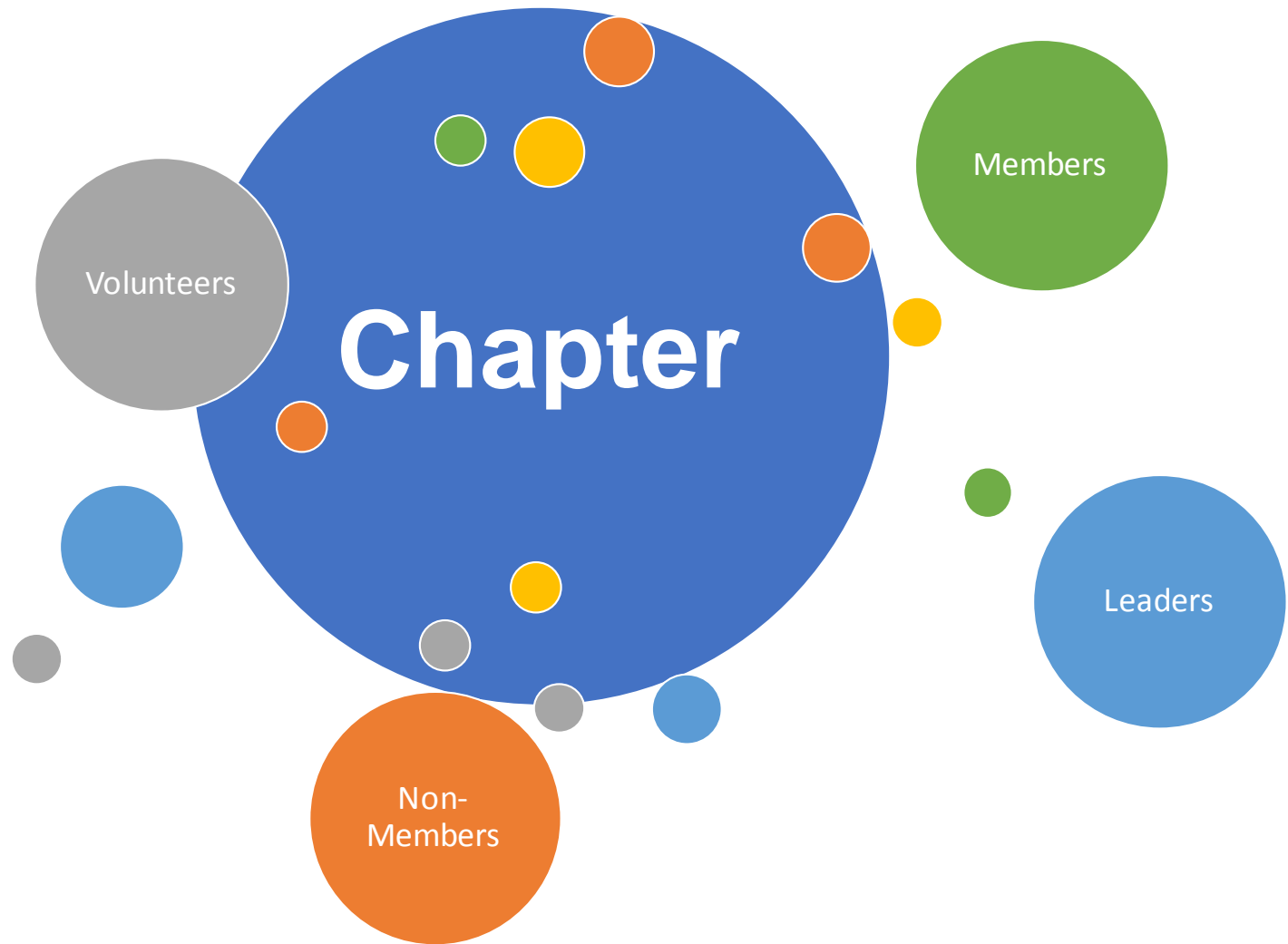
# Why Focus on Recruiting?

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- **Healthy and strong chapter**
- **Strong and engaged board**





- **Opportunity to build diverse network**
- **New perspectives and ideas**

- **Engaged Membership**
- **Easier succession planning**







# The Elevator Pitch



-  **30 seconds** or less (ideally)
-  Deliver **unique** value proposition
-  **Identifies** your chapter's **target market**
-  Promotes your **brand**

# The Elevator Pitch



-  Useful tool for **generating interest**
-  Used with **prospective or current** members
-  **Draws** people in
-  Way to **encourage** them to engage

**buzzuka**®

Pitch Yourself

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- Who's your target audience?
- What's their problem?
- What's your solution?
- What makes you unique?
- How do they benefit?
- What's the wow factor for your audience?



“Our chapter hosts **entertaining and engaging speakers** who can **equip you with the tools** you need to excel in your career. **Talent development professionals** in our area need an environment to **share best practices**, access **professional development**, and enjoy **networking opportunities**. Our chapter has **monthly meetings** that provide these **experiences** for professionals, while also **connecting them to business development** and **volunteer opportunities**. Above all, chapter membership provides a **platform for growth** for local talent development professionals.”

# Create YOUR Elevator Pitch

Where?  
When?



One last consideration...

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**A GOAL  
WITHOUT A PLAN  
IS JUST A WISH**

---

Antoine de Saint-Exupéry

Identify **ONE** thing  
*YOU*  
will **try** or do **differently**