

Recruitment Event Checklist

Print and utilize this document to ensure that your recruitment event is successful from the planning phase through to completion.

Preplanning

- Identify volunteers who will be responsible for the event coordination and execution.
- Create a guest list that includes names, credentials, and contact information.
- Determine your needs. These could include invitations, brochures, membership applications, name tags, display table(s), tables, chairs, tablecloth(s), signage, refreshments, decorations, computer, audiovisual (AV) equipment, microphone, background music, slide show with developing honor society photos, etc.
- Send invitations that are fun — but professional — at least four weeks before the event.
- Reserve a convenient location that will accommodate the number of guests invited and fit in the event budget.
- Prepare a timeline that includes greeting, icebreakers, programming, questions and answers, and closing remarks. Review the timeline with volunteers before the event.
- Create a contact list of all vendors and facilities you will be working with for the event (e.g., facility manager[s], AV staff, and IT staff).
- Assign committee member responsibilities including greeting, presenting, refreshments, AV, etc.
- Schedule a time for the Recruitment Committee to make follow-up calls to answer questions from the evaluation and check in on individuals who were unable to attend.

Implementation

- Have volunteers arrive one hour before the event to set up. If extensive setup is necessary, request that the committee members arrive earlier.
- Check video, microphones, speakers, computers, and Internet access. This will ensure that you have enough time to call for any needed assistance before guests arrive.
- Begin and end the event on time. Use the timeline to stay on track.
- Select a space near the entrance where chapter members can greet guests. This might include a table where guests can sign in, obtain a name tag, drop off a coat, etc.
- Once a guest has been greeted, invite him or her to visit the refreshment or developing honor society information table.
- If guests will be seated at tables, ensure that a few developing honor society members are sitting at each table to help guests feel welcome.
- Open the event with an icebreaker that focuses on introductions.
- Introduce presenters and their role within the developing honor society, explain why guests were invited, share information about STTI and your developing honor society, and tell guests what membership opportunities are available. You could also use a video to highlight member testimonials about your developing honor society and its value.

Recruitment Event Checklist (continued)

- Explain the membership-acquisition process and distribute membership applications.
- Close the evening with thanks, and have members walk guests to the door.

Follow-Up

- Have volunteers discuss what worked well and what might be changed for future events.
- Call or send thank you notes to attendees.
- Follow up with those who did not attend.
- Post an update to your developing honor society website or on social media so that the excitement and discussions can be relayed to members who are unable to attend.
- Have volunteers try to schedule a one-on-one coffee meeting or have lunch with guests who were unable to attend to present information about your developing honor society and explain the membership-acquisition process.