

THREE R'S FOR OHCE:

Revive, Rejuvenate & Recruit

A Learning Package

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Objectives for Today's Session

As a result of today's session, you will be able to:

- Use member recruitment strategies
- Turn barriers into recruitment opportunities
- Develop & Use an action plan to recruit members at the group or county level



Reasons Why People Join Groups

- Acceptance
- Friendships
- Responsibility & authority
- Personal interests
- Vocational interests
- Social gathering
- Development of skills
- Recognition
- Prestige



Understand OHCE to **Sell** it Effectively

- OHCE's purpose
- OHCE's accomplishments
- OHCE's future plans



Who Are Prospective Members?



5-Card Shuffle

1. On one slip of paper:

Make a simple drawing of a “Prospective Member”.

2. On the other four slips:

On each slip write one barrier or hindrance that might keep that “Prospective Member” from joining OHCE.



Creative Ideas to Recruit New Members

- Nomination package
- Trial memberships
- Involvement devices
- Member-get-a-member campaigns
- Brochures in public places
- Publicity
- Gift memberships
- Gift certificates
- Other



Our PLAN OF ACTION to Recruit New Members

OHCE Group

Prospective Members (target audience)

Year

Goal:					
Date	Recruitment Activity	Person(s) Responsible	Cost		Evaluation: How will you evaluate effectiveness/success?
			Projected	Actual	

