101 Recruitment Ideas
(Contributed by FF members worldwide)

Set club goals and plans
1. Have a clear club membership goal and a strategic plan.
2. Hold a club meeting that discusses only membership.
3. Create a strategic plan – recruitment is an all year-round priority that needs to be planned.
4. Set an annual recruitment goal.
5. Display a membership ‘thermometer’ towards recruitment.

Put your strategic plan into action
6. Assign a member to be responsible for recruitment.
7. Create ‘recruitment’ teams, and assign each team a target of one new member every six months.
8. Give them time to speak at every meeting.
9. Work out the best sources for prospective members.
10. Have club members undergo leadership training.
11. Honour outstanding members with an award.
12. Create club material.
13. Be creative – ask members for their ideas.
14. Start and finish meetings on time.
15. Have fun activities at meetings.
16. Always recognise new members in newsletters.
17. Make prospective members feel important and wanted.
18. Always have membership application forms and club information available at all meetings and events.
19. Encourage members to carry application forms and club information with them when out and about.

Involve your members
20. Provide incentive to members who bring new members.
21. Have a ‘membership tree’ with names of people who have sponsored a new member in the past twelve months.
22. Have a ‘phone tree’ contact list for attending club events.
23. Ask long time member(s) to (jointly) sponsor a new member's subscription.
24. Conduct a member satisfaction survey.
25. Offer associate or other flexible membership.
26. Send personal notes to members who have not attended for a while to let them know the club misses them.
27. Wear your club badge, the FFI pin and your club shirts when out and about.
28. Mention FF at meetings of other organisations you belong to.
29. When asked about your previous history, mention your membership of FF.
30. Practise selling your club at a meeting – everyone should have a one-minute speech.
31. Bring co-workers to a club meeting or social event.
32. Constantly ‘rave’ about your club.
33. Ask members to put club advertisements on their vehicles.
34. Challenge yourself to bring a guest to meetings and social events.
35. Invite family members to join, and make it easy for them to do this.
36. Have a reward programme for bringing in new members.
37. Money-back guarantee - refund subscription within three months if a new member changes their mind.
38. Remember the power of word of mouth.
40. Lead by example – how many members have you introduced?
41. Don’t ask just once - repeatedly invite potential members.
42. If someone doesn’t want to join your club, suggest signing up for FFI’s communications and visiting the main FFI website.

Create Club Material
43. Put together a guest information package.
44. Print business or post cards with club meeting and times.
45. Design a club brochure or flyer – or utilize the professionally-designed ones available from FFI.
46. Have new member’s kits.
47. Give members decal or bumper sticker for their cars.
48. Have a welcome letter from the President to new members.
49. Use promotional material provided by FFI or FFNZ.

Direct invitations to individuals
50. Ask someone even if you’re not sure they’d be interested.
51. Don’t presume someone will say no – you don’t know whether they may be interested.
52. Send letters to people in the news with an invitation to visit the club.
53. Invite high-profile guests to speak to your club, and publicise these.
54. Have a special guest day.
55. Host and advertise a specific event for prospective members.
56. Hold a wine and cheese evening for prospective members.
57. Always follow up with guests.
58. Provide guests with free meals.
59. Give testimonials about your club to visiting guests.

Contact local clubs and organisations
60. Find ways to make contact with local businesses.
61. Contact your local Chamber of Commerce,
62. Place customised bookmarks in library books.
63. Place pamphlets in doctors’ offices, hospitals, libraries, schools, etc.
64. Place posters or pamphlets on local community boards.
65. Cross-promote with other groups you are involved with.
66. Have a float in a local parade.
67. Ask companies and groups to sponsor employees for membership.
68. Have members give talks to local clubs and organisations.
69. Contact locals through your local student union.
70. Look for ethnic groups not represented in your club.
71. Share club experiences with others.
72. Join travel meet up groups such as www.meetup.com
Use your newsletter
73. Circulate your club newsletter widely beyond your own membership.
74. Send club newsletters to prospective members.

Use print media
75. Advertise in local newspapers.
76. Invite media to cover well-known speakers.
77. Advertise upcoming events.
78. Publicise your club’s successes.

Take part in local events
79. Have a public meeting in parks.
80. Have a booth at open days, fairs, festivals, etc.
81. Have an informal standing event (such as a coffee morning)
82. Have joint events with other groups.
83. Participate in community events.
84. Hold recruiting events with two or more other clubs.
85. Sponsor an event – pub quiz for example.
86. Promote and hand out invitations for a free meal.
87. Meet at a venue that is warm and comfortable.

Use social media
88. Have a social media strategy.
89. Put original content on your Facebook weekly – can schedule ahead. Check the FFI Facebook page for ideas and content!
90. Pay for ‘boosted’ Facebook pages.
91. Have a club website and keep it up to date.
92. Post upcoming events on local community Facebook pages.
93. Use on line forum to discuss business decisions so that meetings can be more social.
94. Regularly check the FFI and FFNZ websites and social media feeds for new ideas.
95. Use group email to promote your club.

Use Journeys for recruitment
96. Distribute the eFlyer, brochures, and one-page flyers to non-members.
97. Contact or write letters to the paper about Journeys your club in involved with.
98. Create a Domestic Journey and invite new or non-members to take part.
99. Share your positive experiences widely and tell other people about your Journeys.
100. Invite non-members to host for an Inbound Journey.
101. Advertise your Outbound Journey to non-members.