

# 5 Tips to Nail Your Recruitment Presentation

1

## Review Your Resources

Prepare by reviewing the member benefits presentation and brochure.

2

## Bring Tangible Materials

Bring branded Chapter swag, benefits fact sheets and informational brochures. Don't forget your business cards.

3

## Present With a Partner

Have a fellow leader or member present with you. They can share personal experiences with prospective members.

4

## Personalize the Presentation

Tell a personal story, mention Chapter traditions and share alumni success stories. Personalization will make the information more accessible.

5

## Get Connected

Be sure to get prospective members connected to your Chapter and personal social media channels. Provide contact information to answer any questions that come up after the presentation.

For more recruiting tips and techniques, visit the PRSSA website, [prssa.prssa.org](http://prssa.prssa.org), or contact the Vice President of Member Services at [vpmemberservices@prssa.org](mailto:vpmemberservices@prssa.org).

# Best Chapter Recruitment Practices

These are recruitment methods practiced by some of the Society's largest Chapters. These practices have been successful for other Chapters and they can help you grow your Chapter too.

## **Target young members with entry level class visits – University of South Carolina**

Stop by entry level courses and give a brief overview of what PRSSA is and benefits of membership. Bring flyers for the first meeting to leave with students. Freshmen and sophomores have more time to develop into Chapter leaders.

## **Reach out to other majors – James Madison University**

Reach out to majors like business, marketing, graphic design, advertising and journalism. PRSSA has opportunities for each of these majors.

## **Make each person feel valued – Howard University**

Be genuine with each potential member, ask them what they want to get out of PRSSA. Reach out to students before and after the first meeting. This helps to show you value them as a member.

## **Have a specific message – California State University, Fullerton**

Craft an overall pitch with what PRSSA is and everything offered. Mold that pitch around what a potential member is looking for in an organization.

## **Tell your story!**

Share why you joined! Tell them how PRSSA has helped you personally and professionally.

For more recruiting tips and techniques, visit the PRSSA website, [prssa.prsa.org](http://prssa.prsa.org), or contact the Vice President of Member Services at [vpmemberservices@prsa.org](mailto:vpmemberservices@prsa.org).

## **Student organization fairs – Ohio University**

This is a great way to talk to many people. Have a poster with highlights from the previous semester and different materials like t-shirts, swag, awards, brochure, and any other recruitment materials. Have a sign up sheet to collect contact information for potential members and keep them updated about meetings and events. Recruitment materials and informational packets are also available on the PRSSA website.

## **Have promotional materials – Temple University**

Examples of promo materials are: Chapter brochures, business cards, stickers, phone wallets, and postcards

## **Partner with other organizations. – West Virginia University**

Host events with other organizations, like a fundraiser for a nonprofit, to meet a wide array of prospective members.

## **Share the semester's schedule – University of Tennessee, Knoxville**

Plan all of the semester's meeting dates before the semester starts so you can put them on a flyer and post on social media. This helps to bring in people throughout the semester because they can see all the dates in advance.

# 7 Benefits to Highlight During Recruitment

1

## Scholarships and Awards

More than \$30,000 in scholarships are awarded annually to students through PRSSA and the PRSA Foundation.

2

## Exclusive Internship Center Access

Employers post their openings on the Internship Center, which is only available to PRSSA members.

3

## Build Leadership Skills

Join a Student-run Firm, run for a Chapter or National leadership position, help plan an event or join a committee.

4

## Discounted PRSA Membership

Upon graduating PRSSA members pay just \$60 to join PRSA.

5

## National and District Events

At National events you will network with other students, learn about the industry and meet professionals. Attending District Conferences will help you learn more about local companies and job opportunities.

6

## Expand Your Writing Portfolio

Writing opportunities exist with the national blog, Progressions.

7

## Network With Peers and Professionals

Improve your communication skills and connect with students and industry professionals from around the world.

For more recruiting tips and techniques, visit the PRSSA website, [prssa.prssa.org](http://prssa.prssa.org), or contact the Vice President of Member Services at [vpmemberservices@prssa.org](mailto:vpmemberservices@prssa.org).

# PRSSA MEMBER BENEFITS

## ENHANCE YOUR EDUCATION



Podcasts  
Webinars  
Events  
Student-run Firms  
Scholarships & Competitions

## BROADEN YOUR NETWORK



Events  
Twitter Chats  
PRSSA Chapters  
Champions for PRSSA  
PRSA Chapters

## LAUNCH YOUR CAREER



Internship Center  
Career Resource Manual  
PRSA Mentorship  
Leadership Opportunities  
Awards



## ENHANCE YOUR EDUCATION

Publications: *Strategies & Tactics*, *Issues and Trends* • Access to PRSA Webinars • Programming at District Conferences/International Events • Bateman Case Study Competition (offering experience with a real client) • Student-run Firm • More than \$30,000 in scholarships available



## BROADEN YOUR NETWORK

PRSSA International Conference • PRSSA Leadership Assembly • PRSSA District Conferences • Fellow members at Chapters across the country and internationally • Twitter Chats • Champions for PRSSA



## LAUNCH YOUR CAREER

Internship Center • Individual and Chapter Awards • PRSA — a network of more than 20,000 public relations professionals • Mentoring • Local and National leadership opportunities • Career Resources Manual

For more information on member benefits, contact the Vice President of Member Services at [vpmemberservices@prsa.org](mailto:vpmemberservices@prsa.org) or the National President at [nationalpresident@prsa.org](mailto:nationalpresident@prsa.org).