



2015 SIOR Recruitment Toolkit

12. Recruitment Checklist, Tips, and Ideas

Checklist

- Determine the Chapter's annual new member goal.
- Set a budget for recruitment programs and remember to use the Chapter Recruitment Incentive funds provided by SIOR HQ (see section 14 A).
- Use the SIOR Recruitment Toolkit to support your effort.
- Create and vet a prospect list using the Prospect Tracker Template (see section 13 C).
- Order materials from SIOR HQ for outreach and events (see section 14 B).
- Send SIOR HQ your new prospects' contact information and status updates.

Tips

- Share information with SIOR HQ.
 - Send your prospects' contact information to HQ.
 - HQ maintains a global prospect database and sends information about the value of membership, upcoming events and courses, and SIOR news.
- Maintain contact with your prospects – stay in touch and provide updates and invite them to events.
- Personalize everything.
 - Make sure to use a contact name on all correspondence.
 - Use the mail merge function for letters and emails in Word.
 - Nothing looks like junk mail more than generic messages.
- Invite your prospects to Chapter events.
 - Ask Chapter members to invite prospects to events.
 - Invite them to several events and engage your prospects early in the process.
- Offer scholarships for young or new brokers to attend SIOR designation courses and World Conferences.
- Ask your prospects to join.
 - Try to ask when you have their attention, and they are in front of you.
 - Don't assume they know you want them to join just because you provided an application.
 - If they say no, ask "why?"

Successful Chapter Event Ideas - Organize and schedule recruitment events. After the event(s) obtain Chapter Recruitment Incentive funds (see section 13 A). Below are several chapter event examples:

Chicago Chapter

- Held a boat cruise on Lake Michigan with food and drinks.
- Select prospective members invited to attend.
- Chapter leadership spoke with prospects about the value of SIOR membership.

NYC and Downstate NY

- Held three events over the course of 2013
- Between all three events there were 11 prospective members that were able to attend
- Prospective members enjoyed events that ranged from a Holiday Event/Chapter meeting at the Friars Club to a joint SIOR and IOREBA meeting at the New York Athletic Club

Indiana/Kentucky Chapter

- Spent a day at the race tracks in the "Jockey Suites."
- 10 prospects were invited to the event.
- Members and prospects networked and discussed SIOR over lunch.

Memphis Chapter

- Held an event at an NBA game
- Rented out a suite with food and drinks provided.
- 9 prospective members were invited.

Western Pennsylvania Chapter

- Held an event in reserved box seats at a Pirate's baseball game.
- Food and drinks were provided.
- Members spoke to prospects about the SIOR designation

Chapter Feedback

"The SIOR chapter recruitment reimbursement program was a great tool to help our chapter host an industry night cocktail party in Seattle last June. We had over 60 guests and landed some new members as a result of the event."

Thad Mallory, SIOR, Kidder Matthews, Tukilla, WA

"Our Chapter is centered around the most expensive city in the Western World and every event is a financial challenge. With the help of this program we are able to expose our great organization to potential members whom we could not otherwise afford to include in these events."

Ralph Benzakein, SIOR, LEED® AP, Cresa Long Island, Melville, NY

“The Eastern Canadian Chapter has participated in the chapter recruitment incentive program with several key events over the last 24 months. We hosted a recruitment dinner at a culinary school where participants got to cook their own dinner with colleagues. This event generated two new members. Furthermore, the program has helped fund of our chapter’s signature ski event at Mont-Tremblant. The program is an invaluable tool for our chapter.”

Marc Dube, SIOR, MCRE, DTZ Barnicke, Montreal, Canada

“The Recruitment Incentive Program turned our chapter’s annual SIOR Golf Outing into a recruiting tool. The prospects were able to enjoy a day of golf, cocktails and hors d’oeuvres with local SIORS, free of charge, and experience the unique camaraderie among its members which translates into smoother business transactions.”

Gary Wilson SIOR, Langholz Wilson Ellis, Pittsburgh, PA

“Our young brokers boat cruise event allowed not only an introduction of our organization to the candidates we were recruiting, but it also provided an opportunity to cross sell SIOR to the other association memberships (CREW, CCIM) where we might find quality people for membership.”

David Prioletti, SIOR, CBRE, Oak Brook, IL