



## 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
- Use the SIOR Recruitment Toolkit to support your effort.
- Create and vet a prospect list using the Prospect Tracker Template.
- Order materials from SIOR HQ for outreach and events.
- 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.
- Use SIOR's promotional material at your event.
  - Tabletop exhibit booth – a 10' wide booth is available. Please reserve through SIOR HQ at least 14 days in advance of your event.
  - Pull up banner – 3' wide pull up banners are available. Please reserve through SIOR HQ at least 14 days in advance of your event.
  - SIOR pens – order through SIOR HQ
  - SIOR lapel pins – order through SIOR HQ
  - SIOR Report magazines – order through SIOR HQ
  - Accelerate Your Career brochure – order through SIOR HQ
  - Member Associate flier – order through SIOR HQ or print from toolkit
- 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. 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.

#### **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