

Recruitment campaign checklist

Make recruitment a priority

- Set aside time to plan your recruitment strategy.
- Invite your regional official or organising officer to help with the meeting.
- Make recruitment and organisation a regular committee agenda item.

Involve departmental representatives

- Hold a meeting for departmental representatives to involve them planning the campaign.
- Encourage departmental representatives to calculate membership density in their departments and to set specific departmental recruitment goals.
- Develop a system for supporting and following up with departmental representatives.
- Provide departmental representatives with training on one-to-one recruitment.

Map your institution

- Develop a list of eligible non-members.
- Calculate your overall membership density by department and staff category.
- Identify key issues.

Set a specific numerical goal

- Take into account anticipated membership losses.
- Set clear recruitment targets in terms of members per month.
- Think about where each of your new members will come from. Target specific areas, eg particular departments, part-timers.

Choose a campaign theme

- Chose key issues or groups of staff to provide a focus for your recruitment, campaigning and publicity work.

Plan a recruitment campaign

- Decide on activities for your recruitment campaign which will have a measurable result.
- Make sure there are opportunities for members to participate and support the campaign.

- Decide a timetable for the events you are going to organise.
- Decide how long it will take to create and assemble the materials you need and assess what the campaign will cost.
- Develop a plan to recruit volunteers.
- Assign responsibilities for different aspects of the campaign.
- Provide departmental representatives with recruitment materials and lists of the members and non-members in their departments.
- Notify departmental representatives of new staff in their departments.

Inform other campus trade unions

- Consider running a collaborative campaign to promote union membership.

Review the campaign

- Review and assess the progress of the campaign at each committee meeting.
- Adjust your plan as necessary to meet your goals.

When the campaign is finished assess what worked and what didn't work.