

Recruitment

What is Recruitment?

Recruitment is the ongoing process of inviting new people to join and participate as members of the Feminist Majority Leadership Alliance on campus. Feminist Majority Leadership Alliances generate new student participation through a recruitment process that includes publicity, classroom announcements, visibility events, tabling, flyers, general interest meetings, and a membership form process.

Why Recruit?

Recruitment helps build a movement of committed young feminist activists. Recruiting activists generates large numbers of new participants, enabling the FMLA to become a large and more influential group on campus. With more members, the FMLA can take on *more* and *bigger actions*, generate *more publicity*, and *access more funding*! Recruitment builds **diversity** in the group and encourages participation from enthusiastic and dedicated students, bringing *fresh ideas* and *energy* to the FMLA.

Who Should the Feminist Majority Leadership Alliance Recruit?

- Committed feminists who feel comfortable advocating *all* of FMF's principles (as delineated in the constitution).
- Students who represent a diversity of backgrounds, interests, experiences, talents, and academic pursuits.
- Students from each academic year.
- Students with progressive organizing and leadership experience.
- Students who are new to feminist activism and wish to enhance their organizing and leadership experience.
- Students who are willing to invest their time in the FMLA as an extracurricular priority.

Recruitment/Chair Coordinator

- Every member of the FMLA is responsible for recruiting new members to the group. In addition, electing a Recruitment Chair to the Executive Committee ensures that recruitment is an ongoing process in the group, increasing participation in the Leadership Alliance. The Recruitment Chair coordinates a major membership drive at the start of each Fall and Spring semester.
- The Recruitment Chair is an elected leadership position recommended for a second-year student. S/he is responsible for consistent recruitment, planning events to increase membership throughout the year, working with faculty, staff, and Campus Organizers on strategies to improve recruitment, and setting ongoing recruitment goals. The Recruitment Chair plans events with the Equality Chair to ensure a diverse membership.
- The Recruitment Chair is also responsible for collecting the Membership Forms and maintaining copies for group use.
- The Recruitment Chair should contact their Campus Organizer for materials, suggestions, and to create a plan of action for the recruitment drive.

Timeline for Recruitment

- The major recruitment process should be conducted within the first 4 weeks of the semester so that new participants can become active almost immediately.
- Begin the first semester recruitment drive during the first two weeks of school. This should include active involvement in the first-year orientation, registration, and dorm move-in. Each of these activities requires advanced planning. The Recruitment Chair should begin to organize fall recruitment at the end of the preceding spring semester.
- The second recruitment phase should coincide with the beginning of the second semester. If your campus is on the quarter or trimester system, plan shorter recruitment phases at the beginning of each term.

Each recruitment period will include:

- *Visibility and Publicity:* Leadership Alliance participants will table, put up flyers, make classroom announcements, and use any other strategies to raise awareness about the FMLA on campus.
- *General Interest Meeting:* During this open meeting, the Executive Committee or the Launching Members present the Feminist Majority Leadership Alliance program and the Choices Campus Campaigns and distribute the Membership Forms.
- *Membership Enrollment:* New FMLA members should be given the opportunity to fill out the FMF Campus Program Membership Forms. New members return them to the Recruitment Chair before a pre-determined deadline. The Recruitment Chair sends the Membership Forms to the Campus Team who then contacts the new member to welcome them to the program.

Recruitment Strategies and Tips

- **Student Activities Fair/Orientation:** First-year orientation is key! Group involvement requires advanced planning--find out as early in the year as possible how the FMLA can participate.
- **Faculty and Staff Outreach:** Utilize faculty to help you recruit students and spread the word! Speak with faculty senates and committees, flyer all faculty mailboxes, and ask professors to make an announcement about the FMLA general interest meeting in classes and over departmental listservs.
- **Tabling:** Tabling is among the most effective recruitment strategies. Interact with and approach people walking by! An effective table is colorful, interactive, and informative. Try having candy at the table, showing a video, or having a petition to sign. Table at all progressive events, in the student union, at the activities fair, and during first year orientation.
- **Classroom Announcements:** Ask professors for five minutes of class time to announce the meeting, pass around a sign-up sheet, and hand out flyers. Approach your own professors, as well as professors in Women's Studies, Ethnic Studies, Queer Studies, Political Science, and other relevant disciplines, as well as professors who teach large, introductory lectures. However, we also encourage you not to forget reaching out to feminists in math, science, and business departments as well - add diversity to your group by incorporating feminists from multiple academic disciplines. Every member should approach their individual professors about making announcements.

- **Follow-up Phone Calls and E-mails:** Phone calls don't count unless you've spoken with a live person—not a machine. E-mails only count if the person has replied back to you. Remember to collect contact information at *every* FMLA event or table, and follow-up with interested people during the recruitment drive and before events.
- **Newspaper Ads, Interviews, and Editorials:** Campus media coverage is an excellent form of publicity and it is often free! Ask local and campus papers to do an advance story on the Leadership Alliance, an interview with the FMLA spokesperson, or to cover one of your major visibility events. Contact a Campus Organizer to prepare for a press interview and/or for help constructing a press release. Use public service announcements on campus radio and television stations. Place an ad in the campus newspaper.
- **Contacting Campus Groups and Clubs:** Attend other progressive group meetings and events (including sororities if applicable), flyer student government mailboxes, and contact key campus leaders to advertise for the general interest meeting. Ask them to send out details about the FMLA meeting over their listservs and announce it at their meetings. Organize collaborative events.
- **Postering/ Flyering/ Chalking:** Great flyering locations include bathroom stalls, women's locker rooms, public phones, library cubicles, computer clusters, community bookstores, Women's Center, Queer Center, Multi-Cultural Center, health center, departmental bulletin boards and progressive hangouts. Chalk general meeting announcements in high-traffic areas around campus.

Resources

Explain the FMF's support for Feminist Majority Leadership Alliances:

- Campus Organizers: Your connection to the FMF! FMLAs have access to an entire team of trained Campus Organizers, all of whom are recent college graduates with extensive feminist organizing experience.
- Monthly mailings and campaign materials
- Study and Action Manual: each FMLA receives a copy of this innovative organizing tool to help students learn about the issues and get action ideas, as well as aiding with research papers and developing resumés.
- Videos
- Tabling materials
- Opportunities to network with other FMLAs
- Alumnae Network
- Skills building workshops and materials
- www.feministcampus.org and www.feminist.org

Becoming a Member

- Describe the benefits and responsibilities of membership. The greatest responsibility is to adhere to and commit to the purpose and principles of the FMLA and the FMF. Benefits include a discount on membership in the *Ms. Community* (\$7 for a year-long subscription!), leadership opportunities, access to updates and alerts from the FMF, and a place in the Feminist Majority community.
- Introduce and distribute Membership Forms for Activists.
- Explain reason and purpose of Membership Form: connection to national organization; enables executive board to learn about skills and interests of new members. Explain the commitment and requirements of participation.

- Must be committed to and feel comfortable advocating all of the FMF principles.
- In order for the group to affect change and make a significant impact on campus it is important that members attend meetings regularly and actively participate.
- Ask that the Membership Forms be collected at the end of the meeting by the Recruitment Chair or other designated officer. Give contact information and set a deadline if you decide to accept Membership Forms after the meeting.

Involve New Members Immediately

- Announce the date, time, and location of the next meeting. Describe the difference between executive committee meetings and program meetings, and encourage everyone to become involved!
- Make sure students sign in with their name, email, and phone number before they leave.
- Let them know that they will be receiving a reminder call from an FMLA member before the next meeting.
- **Have a way for new members to get involved right away!** (i.e., flyers advertising the next meeting to post on campus, petition drive, etc).

For further information on the above sections, see the “Welcome” section of the Study and Action Manual!