

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

## Recruitment Tip: Follow-Up & Follow Through

Is your club prepared to welcome prospective members, invite interested women to participate in your club's projects, and provide information to those who wish to learn more?

How do you feel when you are in need of important information and someone says, "I'll get back to you on that," and you don't hear from them for weeks, or months, or worse—they never get back to you at all?

It doesn't feel good and this type of experience makes for poor customer service that you will probably talk about to your friends and relatives, tell your co-workers about the next day, and even post on your Facebook account for the world to see.

In our fast-paced world it only takes three seconds to make a good impression!

That is why it's so important to make sure you are following up and following through with potential members in order for your recruitment efforts to be a success. When someone expresses interest in joining or helping out in some way, we've got their attention and this is the time to strike—while the iron is hot!

What can you do?

**Engage them immediately:** One of the best things a club can do to immediately engage someone is to invite them to help out on a project and/or to sign up for [LiveYourDream.org](https://www.liveyourdream.org)!

**Obtain contact information and ask questions:** Gather as much information as you can including name, address, phone number(s) and email. Ask how they heard about Soroptimist, why are they interested in joining the club, and what issues they are passionate about.

**Direct them to SIA's website:** At [www.soroptimist.org](https://www.soroptimist.org) you'll find useful links for potential members like [Who We Are](#), [Our Programs](#), [LiveYourDream.org](https://www.liveyourdream.org), and [Soroptimist 101](#).

**Send prospects to SIA's social media sites:** For all the latest Soroptimist news and conversation, prospective members and volunteers can check out our [Facebook](#), [Twitter](#), [LinkedIn](#), and [YouTube](#) sites.

**Respond in a timely manner:** Don't miss the opportunity to engage a potential member or volunteer who is interested in joining your club NOW. Follow-up with emails and phone calls as soon as possible, and create a good "customer service" experience.

New members mean new ideas and new energy. It is critical to the long-term success for our organization—and the women and girls we serve—that we do our part to attract, engage and retain new members.

Keep the door open for others to join Soroptimist – make a great impression and follow-up with all your potential members!