



*Improving the lives of women and girls
through programs leading to social
and economic empowerment.*

SOROPTIMIST INTERNATIONAL OF THE AMERICAS

Recruitment Tip: New Clubs

As you seek to recruit new members into your club, a great growth strategy is to focus on chartering a new club! This may sound counterintuitive, if you want to grow your own club's membership. But the process of chartering a new club helps the members of the sponsoring club revisit their beginnings and the membership experience they provide, and creates even more opportunities for engagement! There are lots of benefits to all of our clubs as we charter new ones. For one thing, new clubs bring a diversity of ideas through new members with fresh perspectives. The process of chartering a new club energizes sponsoring and nearby clubs – when you support a club charter, you will find ways to partner with them on new projects that your club has never tackled before! Additionally, new clubs build brand recognition, as a new Sorooptimist club in a town near yours extends the Dream Programs to even more locals. In that way the larger community comes to know what Sorooptimist means, what we do, and we are able to increase our collective impact together.

Believe it or not, a new club can be chartered in a matter of weeks. You may be familiar with the new [club building guide](#) that provides a thorough view of the steps it takes to charter. Here's a quick overview to get you started:

- **Enlist your charter team!** The charter team may be a formal sponsor club, or a coalition of members from a variety of clubs and region leaders.
- **Determine your geographical focus.** What community of women and girls will the club serve? This area may be very large or very small; but it needs to be defined as you begin this project.
- **Outreach/Recruit.** Meet with community stakeholders to build interest. Set up a Facebook group so that potential members can stay in touch. Concentrate all of that outreach into one or two weeks.
- **Informational meeting.** During the informational meeting, share information about Sorooptimist, our mission and dream programs, our international structure, and the responsibilities and benefits of membership.
- **Logistical meeting.** Even if you haven't met the minimum of 12 recruits needed to charter, set up an organizational meeting with those who will be joining – they can begin writing the bylaws and making logistical decisions like who will be the first officers and what the club's first project will be.
- **Charter application.** As soon as you have 12 committed members, nail down the final logistical details and apply for the charter. Additional charter members can be added for 90 days.
- **Charter celebration!** Take some time to reflect on this process and acknowledge the hard work that everyone contributed. You may wish to celebrate at the 90-day mark.

We know that the new club building process works as an effective growth strategy, because it's been demonstrated by one of our outstanding regions! During SIA's 44th Biennial Convention in Orlando, past-Governor Ohran Choe shared the membership success story of Korea Region. Their leadership focused on their membership strategy and challenged all existing clubs to recruit members. In addition, the region provided training and mentorship to new members and new clubs, and found great success – chartering 11 new clubs during the 2014-2016 biennium, and showing consistent year-over-year growth in membership by more than 200 members as of June 2016! They added new clubs, and nearly all of the sponsor clubs showed membership growth themselves. The new clubs are already participating in SIA's Dream Programs, and the members all over Korea Region could not be more excited! We hope your club will follow Korea Region's lead and build toward more and more growth by creating new clubs to expand our collective impact, and harness that excitement and energy that grows when a new club is created!