



# Recruitment Strategies



## How to Recognize Council Recruiters

Every recruiter is a vital council asset and should be recognized as such. Small efforts to publicly acknowledge recruiter efforts can pay big dividends in increased recruitment activity.

- Promote current campaign awards/incentives.
- Recognize recruiters by awarding “Very Important Proposers” (VIP) Club certificates and lapel pins. See VIP Club flyer (#2488) for details.
- Solicit or purchase campaign prizes for recruiters, such as:
  - tickets to athletic/social events
  - certificates for dinners, weekend get-aways
  - sports equipment, family games, etc.
- Offer dues reduction for each new member recruited (e.g.: sponsor receives \$1 rebate per recruit).
- Initiate a “Blazer Club,” awarding jackets to members who recruit 10 or more Knights.
- List recruiters in council bulletin, along with new recruits.
- Acknowledge recruiters at council meetings or with a handwritten note.
- Order Certificates of Appreciation (#1579) for recruiters and present them at a council event or meeting .
- Ensure that the proposer lists his membership number in Section 6 of the membership application for recording at the Supreme Council. Ask the financial secretary to review documents before sending them to the Supreme Council.