

>> **THIS WEEK'S TOPIC: First Meeting** <<

Getting them Hooked

So you've run a successful Club Expo and you have lots of people interested in your club. Now what? How do you get them involved and get them to stay. If they're coming to your first meeting then they obviously have interest in your club, now's the time to make them want to keep coming back.

Planning:

- **The Agenda:** Work with your board to decide exactly how the meeting will run and who will go over what. If you look unorganized, the club will look that way as well.
- **Continued Promotion:** Don't stop promoting and advertising for the first meeting after your club expo. Having flyers up around campus will remind those you met about it as well as bring in interest from others you did not. Send out a reminder email as well to those who wrote down contact info.
- **Supplies:** If you plan on bringing food, having icebreakers, or doing a mini-service project, make sure you have everything you need and decide on who will be bringing what.

During the Meeting:

- **Keep it Brief:** The first meeting should go more in depth than what was said at club expo but should not overwhelm potential members. Overloading them with information will scare them away not bring them in.
- **Get them Involved:** Don't just talk at them. Having icebreakers or a mini-service project not only makes it fun but also let's potential members make connections, and those connections are what will bring them back. Getting them involved also means getting them to participate in your service projects, promote two or three of your best projects and allow them to sign up if they're interested.
- **Make an Impression:** There may be a few or even hundreds of service clubs on your campus. Taking the time to talk one-on-one with a few potential members may be the difference between them joining your club over another.

After it's Over:

- **Stay in Contact:** Email those who attended within 24 hours of your meeting, tell them how much you enjoyed meeting them and that you look forward to seeing them in the future. For the extra touch, have each officer personally email a few of the people they met.
- **Send Reminders:** If they signed up for any service projects, send them a reminder the day before the project and give them any other information they may need to know like where they need to meet if they need a ride or an address for the location of the project. Also reminders the day before the next meeting are good thing as well.