47 Great Recruiting Ideas For Psi Beta Chapter

The following recruiting ideas have been used successfully by student leaders across the country to maintain strong and active chapters. Try them out at your community college.

1. Raffle off a free membership to someone who joins your chapter during your recruiting drive.
2. Host a special "bring a friend" meeting featuring an ice-breaker exercise, a brief club orientation, and refreshments. Each member must bring a friend with them to the meeting.
3. Display business cards of former chapter members now working to demonstrate that former chapter members are finding jobs in their field.
4. Call or e-mail visitors after they have attended a meeting. Thank them for visiting the chapter meeting and invite them to your next event.​​
5. Obtain testimonials of the value of Psi Beta membership from former chapter members now working or attending a university and share them with potential members.
6. Invite people who have a conflict with chapter meetings to join as national members so they will still have access to current Psi Beta and psychology information through the meeting minutes, Psi Beta website and Psi Beta newsletters.
7. Create a bulletin board display in a prominent place and develop a chapter web site showing pictures from chapter activities, membership information, and a calendar of upcoming events.
8. Hand out Psi Beta flyers to students in general business, psychology, and management classes.
9. Announce upcoming chapter meetings in your psychology classes; invite everyone to attend.
10. Ask members for names of friends and classmates who could benefit from Psi Beta membership. Send these people a personal invitation to attend your next event. Follow up with a phone call.
11. List your upcoming meetings in your chapter website, chapter Canvas shell, and campus newspaper. Send e-mail reminders to all members and potential members.
12. Prepare a two-minute talk on the value of joining Psi Beta. Give your presentation to psychology-related classes and then handout membership applications and information.
13. Set up tables displaying Psi Beta materials at the student activities fair and the freshmen orientation.
14. Provide free refreshments at your meetings.
15. Create an inexpensive bookmark advertising your chapter, then stuff them in all the psychology textbooks in the college bookstore.
16. Ask your sponsoring chapter to subsidize $5 - $10 of the student dues for new students joining during your membership drive, then offer this discount to new members.
17. Ask for donations of items such as notebooks, mugs, or gift certificates from the campus bookstore and other local businesses. Offer these as incentives to new members who join during your membership drive.
18. Offer a prize to the person in your chapter who recruits the most members.
19. Provide students who visit your meeting with an information packet about your chapter and Psi Beta. Include a calendar of events, a list of chapter officers, and an application to join.
20. Send out a flyer about your chapter to a targeted group such as new students, undeclared freshmen, or psychology majors.
21. Invite a successful professional in your community to speak to your chapter on the value of joining professional associations.
22. Download, print, and display copies of the Psi Beta newsletter, Psi Beta research journal, and your chapter newsletter at every meeting.
23. Publicize any awards your chapter or members have won, such as local scholarship awards, and Psi Beta National’s scholarships and awards. People like to join groups that are successful.
24. Ask professors to mention Psi Beta to students in their advising sessions.
25. Write an article for your campus paper on a successful chapter project or high-profile speaker.
26. Create a membership committee to focus on new ways to bring in members.
27. Organize a behind-the-scenes tour of a popular organization such as an amusement park, casino, or winery. Require students to be members in order to attend.
28. Offer a chapter scholarship or book award (money towards textbooks) for members only.
29. Require all chapter officers who qualify to become national APA student members.
30. Highlight and explain a different Psi Beta national membership benefit at each meeting.
31. During a meeting, use the classroom’s instructor station to walk through and highlight the valuable information available to members on Psi Beta’s national website.
32. Co-sponsor a high visibility event on campus, such as a dance, concert, seminar, sporting contest, career day, or undergraduate research conference to raise awareness of your chapter and its activities.
33. Participate in a charity event with other clubs. Invite members of other groups to visit one of your meetings and learn more about your chapter.
34. Survey current members to determine what benefits are most valuable to them. Emphasize these benefits when creating flyers or speaking to potential new members.
35. Hold a joint meeting or event with a related club and distribute Psi Beta information to the participants.
36. Think "What's In It For Me?" That's what prospective members are asking themselves. Be sure to tell them specifically how membership will benefit them.
37. Hold an informational meeting for prospective members. Have members and chapter alumni tell the visitors how networking through Psi Beta helped them find internships.
38. Talk to lots of people about Psi Beta. Experts say it takes ten contacts to make one sale.
39. Plan chapter social events in addition to educational activities. People like to join groups that are friendly and fun.
40. Make each prospective member feel special. Make an effort to remember names and to smile and greet people by name when you see them again around campus.
41. If you have non-members who have come to several events, give them an application and ask them to join. Some people never join simply because no one has taken an interest and encouraged them to sign up.
42. Make it easy to participate. Establish and publicize a regular meeting schedule. Provide a local contact name and phone number on all your materials and then return calls promptly!
43. Offer an incentive such as a Psi Beta mug to members who bring at least two guests to a meeting.
44. Print names of new chapter members in your newsletter and recognize them at chapter meetings. Demonstrate that your club is strong and growing.
45. Announce membership updates at each meeting and remind people to bring friends to the next event. Let your members know that recruiting is a top priority for the group.
46. Always speak with excitement and pride when describing your chapter. Remember: Enthusiasm is contagious!
47. Plan a somewhat “formal” induction ceremony. Ask advisors and incoming members to dress for the occasion. Send out formal invitations to incoming members’ families and friends. Schedule a keynote speaker on psychology careers or research. Include a college administrator (e.g., President and/or Dean). Follow the keynote speaker with a candlelight induction, then refreshments. Use this occasion to honor someone who has contributed to your chapter’s success (advisor, officer, office staff, etc.).