

Texas Recruitment Plan

Adapted from Lyn Schmid and the Pennsylvania State Organization

1. Use the Prospect Card to solicit names. Tell the chapter that this is their "exit ticket" out of the meeting! Prospect cards can simply be index cards on which the information is written or a template that is printed on cardstock. Members don't need to know all of the info about the person. Maybe she is a teacher who they have heard about from a granddaughter, or maybe they went to a student musical that a wonderful teacher presented, etc. Members are asked to write what they know about the teacher, and then the Membership Committee begins its work to track down the pertinent information. The member who puts the teacher's name on the Prospect Card becomes her sponsor. Collect prospect cards at every meeting, if needed. Once the information on prospects has been collected, the names are presented to the chapter for a vote.
2. After the vote, the Prospect Letter is sent to those names on the list inviting them to an orientation to find out more about DKG.
 - It is very important to hold the meeting from 7-8 pm on a week night. Research indicates that this is the time that young women can give an hour.
 - At the orientation, have the same number of members as prospects. Assign each prospect a member (sponsor) to introduce her to the rest of the membership and keep the conversation going.
 - Serve dessert and coffee/lemonade with the conversation during 7-7:30. At 7:30, show the PowerPoint, *Pride in the Big Picture*, personalizing it with your own chapter information (meeting location and time, program topics, chapter projects, etc.).
 - Afterward, the prospect, sitting next to her assigned member, is given the Member Recommendation Form with all of the information that is known about her already filled out. The sponsor's name is at the bottom of the form. The member interviews the prospect about the two questions on the form and signs her name as "interviewer."
 - Give prospects two things next: a list of the chapter committees and what they do, and a list of dates for upcoming chapter meetings, state and international meetings. The member and prospect discuss which committee or small job might be appropriate for the prospect and the committee chairman will call her later about serving on the committee.
 - The meeting ends at promptly 8:00 pm.
3. The initiation letter is sent next. A short rehearsal is held 15 minutes before the actual initiation at the very next meeting. If the prospect is unable to make the initiation meeting date, initiate at a subsequent meeting, using the new, shorter ceremony. A chapter could have one traditional ceremony once a year and the shortened modern ceremony at almost every other meeting. New members may fill out a prospect card for someone they know at the meeting following their initiation.
4. Make sure all new members are actively engaged at every meeting.