

# Recruitment Ideas

- **Produce a flyer advertising your Lodge's amenities** - make it available in your lounge and rental facilities.
- **Work with your local Chamber of Commerce** - ask them to promote your events.
- **Promote your rental facilities** - to other civic, benevolent, and fraternal groups such as Rotary, Lions, Masons, and Knights of Columbus.
- **Invite community organizations to meet at your Lodge** - provide them with a space to meet.
- **Encourage your Members to "just ask" others to become Members** - examples include friends, family, neighbors, associates, etc.
- **Sponsor a community work day** - make sure to have membership materials available to volunteers that may be interested in joining.
- **Ask to be invited into a local school to explain what Elks Do!** - use this opportunity to discuss Elks' children's programs and student scholarships.
- **Like and share official Grand Lodge social media content** - visit [elks.org/social-media](http://elks.org/social-media) to learn where the official channels are located.
- **Develop a training program for officers and staff** - educate them about your Lodge's charitable activities.
- **Make applications available** - place them in high-traffic areas.
- **Create calling cards** - add simple messaging for Members to hand out.
- **Target Stray Elks** - this captive audience will appreciate being invited to attend local lodge activities.
- **Create more fun at your Lodge** - if membership is fun people will want to join.
- **Place invitation cards in the hands of every Member** - to remind them to bring a guest.
- **Share ideas with other Lodges** - learn what has worked for them.
- **Hold recruitment events with the entire district** - use the power of all your Lodges to make your recruitment events more engaging.
- **Target occupational groups with similar values** - such as teachers, firemen, and police officers.
- **Set up membership booths** - make your Lodge more visible by participating in craft fairs and local trade shows.
- **Participate in local parades** - impress your community with creative floats that represent our values.
- **Open your lodge to youth organizations** - such as scouting groups or local high school clubs.
- **Give every Member a Lodge decal or bumper sticker** - encourage them to display them on their car to share their pride in their local Lodge.
- **Use social media** - keep everyone informed about your activities and volunteer opportunities by promoting your Lodge on Twitter, Facebook, Instagram, etc.
- **Use the Reinstatement Letter from the Membership Manual** - this is a ready-made resource available to you to ask former Members to rejoin.
- **Develop an inclusive Lodge culture** - encourage people from all generations to participate.
- **Schedule a Member Appreciation Day** - make membership fun by appreciating your members.
- **Consider using a Special Reinstatement Fee** - Lodges may establish a sixty-day consecutive period or a two consecutive month period in which Members may reinstate for \$1 (this may require a by-law change).
- **Use ENF Grants to fund community service projects** - make sure to publicize the project to improve visibility in your community.
- **Legacy recruitment drive** - encourage Members to invite their families to attend.
- **Military recruitment drive** - partner with your local VFW and promote membership in both organizations.
- **Encourage Members to bring guests** - every month in your Exalted Ruler message.
- **Create a welcome packet for guests** - include things like the mission, calendar, contact information, and information about becoming a member.
- **Ask your Lodge Secretary to produce a report of dropped Members** - include all Members dropped over the past five years and call them to encourage them to reinstate.
- **Approach local corporations and businesses** - ask about their community commitment programs and apply for funds or recruit volunteers.
- **Lead by example** - how many Members have you recruited?
- **Give new Members 3 applications** - ask them to submit 3 prospects to receive the GER award pin.
- **Place pamphlets in your community** - in doctors' offices, hospitals, cafeterias, libraries, etc.
- **Send invites to local media professionals** - encourage them to learn more about the Lodge.
- **Have a Special Guest Day** - invite a special guest and provide free food.
- **Inform the newspaper** - about the campaigns your Lodge is working on.
- **Honor outstanding community Members with awards** - ask their families to invite friends and guests to witness the ceremony.
- **Wear your Lodge pin in public** - it's a conversation starter, people will ask you questions.
- **Send your Lodge newsletter to Stray Elks** - encourage them to participate in your Lodge.
- **Assign every chair officer to a 5-person recruitment team** - encourage each team to bring in 5 new Members.
- **Pass out M&M candy** - remind Members that "Membership Matters" and that we need "More Members".
- **Distribute extra copies of the Elks magazine** - to waiting rooms in your community.
- **Host wine and cheese receptions** - for prospective Members.
- **Give guests Lodge pins** - make them feel wELKome.

Grow Your Herd

