INFORMS COMMUNICATION KIT

15 RECRUITING IDEAS FOR YOUR STUDENT CHAPTER

1. Raffle off a free membership to someone who joins your chapter during your recruiting drive.

2. Announce upcoming chapter meetings or speaker events in your required classes (where all the students are potential members); invite everyone to attend.

3. 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. Send these people a personal invitation to attend your next event. Follow up with a phone call. Also offer members an incentive to recruit new members.

4. Display business cards or obtain testimonials from former chapter members now working in highly coveted positions to demonstrate that former chapter members are finding jobs, and the value of membership.

5. Call or email visitors after they have attended a meeting. Thank them for visiting the chapter and invite them to your next event.

6. Create a bulletin board to display in a prominent place that presents pictures from chapter activities, membership information, and a calendar of upcoming events.

7. Prepare a two-minute talk on the value of joining your student chapter. Give your presentation to O.R. & analytics-related classes and then hand out membership applications and information.

8. Set up tables displaying INFORMS student chapter materials at the student activities fair and freshmen orientation.

9. Collect donations from local businesses so that you can offer $5–$10 off the student dues for new students joining during your membership drive.

10. Publicize any awards your chapter or members have won. People like to join groups that are successful.

11. Create a membership committee to focus on new ways to bring in members.

12. 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. Also offer a chapter scholarship or book award such as money toward textbooks (something more than the aforementioned incentive for nonmembers) for members only and publicize this to nonmembers.

13. Use the tip on the next page about focusing on benefits. Prospective members are usually asking themselves "what's in it for me?"

14. Plan chapter social events in addition to educational activities. People like to join groups that are friendly and fun.

15. 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.

Some of the many ways that INFORMS suggests student leaders accelerate their recruitment efforts for Student Chapter Membership are as follows:

FOCUS ON THE BENEFITS

When looking for ways to increase membership, always keep the benefits of joining in mind:

- **Meetings and Conferences:** Receive steep discounts on events that offer the ultimate in presentation, learning, and networking opportunities for students.
- **Career Development:** With the help of INFORMS, students will be exposed to the most effective and quantifiable way to build their career. Students can expect to find resources to help with their job search, career development opportunities, advice, and more.
- **Awards:** INFORMS' prestigious awards program identifies and rewards meritorious achievement by students in several categories. Compete against students from around the world for esteemed awards in the field of operations research (O.R.), management science, and analytics.
- **Communities:** Students can access specialized knowledge through Communities in special interest areas spanning the breadth of the OR/MS and analytics profession. These communities are offered to students for free or for a nominal fee (for certain communities).
- **Connections:** INFORMS provides easy-to-use channels for students to identify, meet, and confer with professors, practitioners, and other students who can aid their careers.
- **Journals and other publications:** INFORMS gives students a leg up with exclusive access to highly-cited peer-reviewed journals and magazines that publish the best in O.R. scholarship, news, and information.

USE MULTIPLE FORMS OF MARKETING

You should continue to use conventional forms of marketing, but consider branching out to use other free (or low cost, depending on budget) platforms for marketing.

- Ask for advertisement or speaking slots in school radio, newspapers, and other communicative outlets. Many student-run outlets will offer free advertising opportunities to other student-run organizations. If you have a compelling story, like department related news or student success stories, they may offer you a time slot or article space (depending on the outlet). You can also ask local radio and newspapers (outside of your school). Some local media will mention your piece in their soft news spot.
- Increase social media engagement. For example, send invitations to members & nonmembers to join or follow your social media pages. Follow and engage with other relevant pages & continue to post content on a regular basis.
- See if you can include your chapter on the department page of your school's website.

HOLD CAMPUS EVENTS

This might be an obvious tip, but you'd be surprised how many student-run organizations do not put enough emphasis on events. Holding an event gives you an opportunity to recruit more students at one time. Remember to offer food at these; it is very popular. Some sample events include:

- Hosting a Speakers event
- Meet and Greets at the beginning of the semester
- End of year/semester recruitment: Try an end of the year party that allows members and potential members to bring other friends.

Connect with your members on social media to keep them up-to-date with the latest in O.R. and analytics opportunities! Here is a list of the most popular channels and sample messages that we suggest student chapters use to reach members, prospective members, and others to showcase the benefits of joining the chapter.

SAMPLE FACEBOOK MESSAGES:

- "Hey guys! Join us this Tuesday for a chance to mingle with and learn about the chapter over some (we recommend the chapter offer food or refreshment at events)! (Link here)"
- "Looking good at the (award ceremony, recruitment event, other events where you can display pictures)!"
- "It's that time of year. We're bringing back (popular holiday related event)! Join us for (what you will do at this event and add link to event page)."
- "Congratulations to _____ , the new student chapter representative of our @INFORMS student member council."
- "This week our INFORMS student chapter had a valuable conversation discussing x, y, and z. Interested in joining in on our next meeting? Learn more about joining our student chapter here: (add Link)"
- "We're growing! Our student chapter has x members. When you join our chapter, you will create career development opportunities for yourself and network with like-minded individuals. Learn more about becoming a member here: (add Link)"
- "Don't forget that there's an upcoming chapter meeting on [date], at [time], in [location]. Hoping to see you there as we discuss x, y, z."

SAMPLE TWEETS:

- "We are proud of the many (what award) awards celebrated at the (where)! Congrats (award recipient(s))!"
- "We are gearing up for (Spring/Fall – whichever is applicable) semester with lots of big events! Follow us to keep yourself updated." (Add link to calendar)
- "Interested in building a career in #analytics? Attend (name of event) (or if you have a speaker: "attend this event by (name of speaker)") on (date and time)."
- "This week our @INFORMS student chapter is discussing x, y, and z. Learn about joining our student chapter here: [link to student chapter website]"
- "We're growing! Our student chapter currently has x members. Learn about the benefits of joining here: [link to student chapter website] #ORMS"
- "Congrats to_____ the new student chapter representative of our @INFORMS student member council."
- "We will be having a chapter meeting on [date], at [time], in [location]. Interested in attending? Reach out to [contact name, email]."

SAMPLE LINKEDIN MESSAGES:

The most effective messages are shared articles, news, and event reminders. This channel is still being used for professional/job related news and advice. You can also find content by following the INFORMS page.

- Congrats to _____ , the new student chapter representative of our INFORMS student member council.

We're growing! Our student chapter currently has __ members. Learn more about the benefits of becoming a member here: Link to Student Chapter Website.

SAMPLE HASHTAGS

- #(award name)
- #ORMS
- #INFORMS(Year)
- #Analytics

SOCIAL MEDIA BEST PRACTICES:

- Sharing interesting articles or news on any social media channel from other analytics and O.R. accounts (sparingly) can be an effective method of increasing followers and engagement on your account.
- Make sure you add images whenever possible and create or increase engagement on these channels through consistent posting.
- Try to include other accounts that you can directly send messages to.
  For example, @(Your school's account).
- Use a consistent and enthusiastic voice for all of your accounts.
- Keep the social in social media – engage with as many relevant accounts as possible, including members.

EMAIL TEMPLATE

For prospective members that came to a recent event:

Hi *(NAME OF PERSON)*,

I wanted to thank you for taking time out of your day to attend our *(NAME OF EVENT)*. It was such a pleasure meeting you and I hope you had a great time! I wanted to invite you to our next event coming up on *(DATE OF EVENT)*. We'll be *(WHAT YOU WILL BE DOING AT THIS EVENT)*. It will be a lot of fun as well as a great opportunity for the rest of the *(NAME OF YOUR CHAPTER)* members to meet you.

We really hope to see you at the *(NAME OF YOUR NEXT EVENT)*!
Interested in becoming a member of our student chapter? Learn more about us here:
[LINK TO STUDENT CHAPTER WEBSITE, FACEBOOK PAGE, etc.]

Sincerely,
(PRESIDENT OF YOUR CHAPTER)

For members who need to renew their membership:

Dear *(NAME OF PERSON)*,

We hope that you've been enjoying the benefits of being a member of *(NAME OF STUDENT CHAPTER)*; it seems like your membership is about to expire. No worries – you can easily renew your membership by clicking the link below and following the renewal instructions.

We can't wait to see you again in the new semester!

From,
(NAME OF PRESIDENT OR COMMITTEE CHAIR RESPONSIBLE FOR RECRUITMENT)

For prospective members who have come to several recruitment events and show potential to be a new member:

Hi *(NAME OF PERSON)*,

We're glad that you were able to come to our *(NAME OF 2 OR 3 EVENTS THIS PERSON HAS ATTENDED)* events and would love to have you join *(NAME OF STUDENT CHAPTER)* as a regular member! We think you'd be a great asset to our chapter and want you to keep in mind that there are plenty of reasons you should join:

(LIST THE MEMBERSHIP BENEFITS)

We hope you'll join this great community! We have linked an online application form below for your convenience.

LINK TO APPLICATION

Looking forward to seeing you again!
(NAME OF PRESIDENT)