

5 Tips to Nail Your Recruitment Presentation

1

Review Your Resources

Prepare by reviewing the member benefits presentation and brochure.

2

Bring Tangible Materials

Bring branded Chapter swag, benefits fact sheets and informational brochures. Don't forget your business cards.

3

Present With a Partner

Have a fellow leader or member present with you. They can share personal experiences with prospective members.

4

Personalize the Presentation

Tell a personal story, mention Chapter traditions and share alumni success stories. Personalization will make the information more accessible.

5

Get Connected

Be sure to get prospective members connected to your Chapter and personal social media channels. Provide contact information to answer any questions that come up after the presentation.

For more recruiting tips and techniques, visit the PRSSA website, prssa.prssa.org, or contact the Vice President of Member Services at vpmemberservices@prssa.org.