



## National Weather Service Employees Organization

### Recruitment Tips

Recruitment is an ongoing process; it is a matter of constantly thinking about new ways to convince your co-workers to join NWSEO. While most of us are not born “salesmen,” it’s good to keep in mind that if you sincerely believe in something, if you can share your enthusiasm for the work NWSEO accomplishes, if you keep reminding others of NWSEO achievements as they happen, you’re more likely to get positive results. The key is to let prospective members know how NWSEO membership benefits them. And explain these benefits again, and again, and again.

#### Recruitment tips

- Face to face contact is the best way to recruit.
- Introduce yourself to new employees and talk to them about joining NWSEO during their first week on the job. Tell them why it is important to join NWSEO and what the union can offer them. Let them know who else in the office is a NWSEO member or remind them that NWSEO represents everyone in your bargaining unit. Use the recruitment folder information and speaking points. Make sure you bring an [SF1187](#) with you. Show them the [www.nwseo.org](http://www.nwseo.org) website.
- Identify and recruit non-members in your office. Be aware of discussions where you can add information about how NWSEO has made an impact. Share the latest [NWSEO news](#). Make sure your NWSEO bulletin board is up to date.
- Listen to the needs of potential members and demonstrate how NWSEO’s services and benefits meet those needs.
- [The NWSEO Recruitment page](#) includes testimonials, speaking points, and [job specific letters](#) that you can print and use - either as talking points or to provide to the prospective member.
- Understand the different categories (and costs) of membership. Dues are 1 percent of your base salary with a cap at \$22.06 per pay period. Equate this to employees’ interest, “Did you know you can invest in your career with a NWSEO membership for about the same amount as going to lunch once a week?” NWSEO membership helps with career promotion. Members are more educated about their jobs and the workings of the NWS. They have more opportunities to work on special teams and pilot projects. As a matter of fact, many NWSEO members have moved up to management positions.
- Have a ready stock of 1187 forms, the recruitment letter and [NWSEO’s Top Twenty list](#) (all available in the JOIN section of [www.nwseo.org](http://www.nwseo.org) , accessible from the home page).
- Whenever possible, seal the deal yourself. Encourage members to [sign the 1187](#) in your presence. If they want to think it over, make sure you mention it the following day, along with more news about what NWSEO has accomplished.
- Follow up with a personal visit, email, or phone call. Again, face to face is the best way to recruit.
- Remember, you may not seal the deal the first time. It takes effort and reminders of the work of NWSEO to be successful. Try, try, and try again.  
Membership is the strength of our union. Your recruitment efforts are important and greatly appreciated.