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RECRUITING TIPS FOR YOU

Summer Madness Membership Drive July 1 – August 15

NWSEO Central Regional Chairperson & Recruitment Team Lead, Jim Lee, notes *"you are going to need to talk to people, and you are going to need to deal with rejection."*

1) Invite a colleague to join NWSEO. The worst someone can do is say no - so what? And you never know who might surprise you with their interest, even people you wouldn't expect. People need to see your genuine belief that NWSEO is a good thing, and your passion for the organization and what we do.

2) Take advantage of the tools at your disposal.

- a. Recruiter/Enrollee incentives
- b. Recruitment drives and enhanced incentives/interest, if ongoing/upcoming.
- c. Recent news and events that may spur interest in joining.
- d. "Support network" including your regional chairperson, members of this committee, etc. We are here to help you!!
- e. Other coworkers or friends who have a relationship with the employee.
- f. The CBA provides stewards with 15 minutes to talk to new employees in their office about NWSEO - please take advantage of this!

3) Know your audience, and tailor your approach to match.

- a. Some employees look at NWSEO as a "shield" to protect them from poor leadership, discipline, losing their job, etc.
- b. Grievances, representation in proposed disciplinary actions.
- c. Other employees look at NWSEO as a "tool" to get themselves opportunities, exposure, experience, etc.

1. Opportunity to serve on "teams."

2. Gain leadership/management experience through serving as an elected officer or other “active member.”

d. Exposure/positive resume enhancement for active members/officers/team members.

e. Have a voice in changes that will shape the future of the agency and your career!

Knowing which approach (or both) will appeal to the person you’re going to talk to is critical! You should emphasize those aspects of NWSEO membership to them.

Knowing where the employee has worked, what their background is, whether you have friends or experiences in common, etc. is also important for connecting with them.

4) Don’t BS people.

a. You must be honest. Not only can people smell BS a mile away, but even if you could “fool them”, it would be a negative for NWSEO and when the employee found out they would be justifiably upset.

b. If you have a genuine belief in NWSEO and a passion for what we do, others will see that when you speak to them about it.

5) Persistence is good, harassment is not.

a. If someone isn’t interested in joining, make a note of their reason(s). Then check back with them in the future when circumstances change to the point where those reason(s) may no longer be valid or may be superseded by other factors.

b. Checking in from time to time is good, but nobody wants to be badgered into joining. Keep it infrequent and passive or use your best judgment. Sometimes it can take months (or even years) to convince someone to join!

6) You can recruit off the clock too!

a. If you are attending a class, conference, meeting with another office, etc., don’t be afraid to poke around and talk to people about NWSEO. You never know what connections you may form.

b. In such environments, carry a couple of Form [1187](#)’s with you!