

12 tips for a fun & effective recruiting event

1. First, a little business. If you're planning a recruiting event at the workplace, you should send an Article 5.7 notice. Not a problem: use the "Membership Drive" template posted here. The agency will provide space, tables, etc. Notice lasts for 45 days, so you may as well have more than one event! And you can have two 45-day windows per year.
2. This is not rocket science. It's lunch! Employees like free stuff – especially food. Entice them with free food & freebies & they will show-up. Lunch-time is usually the best time, but after-hours can work too. You know your workforce. Be creative!
3. Recruitment packets are free from NFFE and can be enhanced with whatever literature, brochures, etc. you feel appropriate. Kits currently contain a NFFE-IAM writing pen, a badge with NFFE logo that proudly proclaims "We Work For America Every Day," a Weingarten Rights card, a NFFE introduction leaflet, a brochure listing NFFE's accomplishments since 1917 brochure, and an 1187. Contact Cassie Kerner (703-303-2047; ckerner@nffe.org) or Brittany Paull (202- 216-4425; bpaul@nffe.org) to get your free packets.
4. Involve as many members as possible in the event. Workers will be more receptive to people who they know and trust when evaluating union membership.
5. Having a Council Officer, Business Rep, Master Agreement trainer, or other special guest can help send the message that the Local has a larger organization to draw on for help.
6. Have a sign-in sheet to use for follow up & to help you associate faces with names.
7. Have plenty of application forms (1187's & the IAM form) there for folks to fill out. These forms should be as complete as possible to make it as quick & easy as possible for filling out paperwork. Station your Local officers and other volunteers at the exit toward the end of the event, to ask those leaving if they want to join and offer them application forms.
8. The most important thing for everybody involved is to OPEN YOUR MOUTH. Nobody knows everything or what the perfect thing to say is – but a heartfelt message & invitation to join from a trusted co-worker is the best recruiting tool there is. The most common reason folks have for not joining is, "Nobody ever asked me." Ask!
9. Use inclusive language, such as "our union" rather than "the union." We are more than an organization—we're family. We ARE brothers and sisters!
10. Tell your attendees about issues their union has been or is currently working on for all employees. Tell them about past triumphs (Wellness program, maxiflex, FERS sick leave credit, etc.). Tell them how their union can help with their workplace issues. Don't make promises and shoot from the hip. If you don't know the answer to something, tell them you can find the answer and get back to them—and then do so.
11. Look towards minority groups during your recruiting efforts. Unions are a place for everyone. People fighting for their rights know about solidarity and standing up!

12. Finally, what has worked well at your recruiting events? Share your tips with others. Send your own tips to our Recruitment Committee Chair, David Chevalier, at davidchevalier@fs.fed.us.

Most importantly... JUST DO IT!