



Member-to-Member Recruitment Tip Sheet

Every member is a recruiter — every conversation counts!

1. Make It Personal

- Start with your own circle: friends, colleagues, family, neighbours, volunteering groups.
- Share why you joined and why you stayed — personal stories are more persuasive than slogans.
- Invite them to **“come and see”** rather than **“join immediately”** — low-pressure works best.

2. Perfect Your 30-Second Story

- **Who we are:** “A global women’s organisation empowering women and girls through education and advocacy.”
- **What we do:** Name 1–2 local projects + 1 inspiring global fact.
- **Why it matters:** A human impact story sticks more than numbers.

💡 Tip: Practice out loud to sound natural, not rehearsed.

3. Give Them a Reason to Say YES

Offer value that resonates today:

- Skill development: leadership, event planning, advocacy
- Networking with inspiring women across careers
- Direct involvement in making measurable change
- Opportunities to travel, attend conferences, and join an international community

4. Use Event Hooks

- Make invitations easy with specific happenings:
 - Social or impact nights
 - “Bring a Friend” coffee or service project
 - Co-hosted events with youth or professional groups

Tip: Always have a “next step” ready to keep interest alive.

5. Go Where They Are

- Share visual, upbeat posts on personal social media.
- Attend community festivals/fairs with a small team and clear signage.
- Partner with schools, universities, and corporate networks for talks or projects.

6. Equip Members with Tools

Give everyone:

- A digital flyer for WhatsApp, Messenger, Email
- Social media post template with campaign hashtag
- Conversation starters for casual chats

7. Follow Up Fast

- Within 48 hours, send a warm thank-you message.
- Share the next opportunity to get involved (event, volunteering, guest speaker).
- Add them to your club newsletter or WhatsApp group (with permission).

8. Make the First Experience Memorable

- Pair new members with a “buddy” at their first event.
- Show simple ways to contribute immediately.
- Celebrate and acknowledge their presence.

9. Recognise & Reward Recruiters

- Publicly thank members in meetings and newsletters.
- Offer small rewards: Soroptimist pins, certificates, event tickets.
- Keep it fun with friendly competitions.

Quick Conversation Starters

- “We’ve been working on a project that’s changing lives — want to see what it’s about?”
- “I’m part of this amazing global group of women — you’d fit right in, and we have a fun event coming up.”
- “We’re running a campaign to bring more voices into our projects — want to join me at the next gathering?”