

Recruiting members

Who to target?

Start by thinking about what the chapter objectives are and who would be interested in being a part of the chapter.

- Is the chapter based in a specific location, or could anyone anywhere join?
- Is the chapter going to focus mainly on an academic discipline or occupation, or be more general?
- Is the chapter going to run mainly social activities or mainly professional development or networking activities?

These types of questions will help you to identify which alumni to target and what the message will be.

What to say?

When preparing the message to be sent to prospective new members you may like to include the following:

- a brief mention of who you are,
- what the chapter is about,
- what benefits the chapter will offer members,
- both an email and a telephone contact, and
- a deadline for responses.

Consider the option of holding a small social event that prospective members can come along to, find out more about the chapter directly from you, and to give you their details if they are interested in joining.

How to contact them?

- The USQ Alumni Office can send an email to the USQ Alumni Database on your behalf and, if individuals are interested in joining, they will email you directly.
- Send an email to any USQ alumni that you know and encourage them to pass it on to other alumni.
- Write an article for the local newspaper about your chapter in general or about upcoming events.
- Participate in your local USQ (or Education Partner) graduation ceremony (by prior arrangement) to speak to new graduates.
- Consider inviting current students in your area (as they will be alumni soon enough).

We can help

Let us know if you are having trouble getting started with recruiting members or if you would like to attend your local graduation ceremony.

Contact us

E: alumni@usq.edu.au

T: +61 7 4631 5340

W: www.usq.edu.au/alumni