



Recruitment Process for New Members

How to engage, invite and retain members for your Conferences?

- Recruitment needs to be an ongoing process throughout the year.
- Appoint a member of your conference to lead recruitment. Encourage them to enlist other conference members to assist them.
- Recruitment needs to be a regular agenda item at conference meetings.
- Encourage a “shoulder tap” approach by the existing members, and challenge them to each identify, and invite a friend or colleague or relative to join. This could begin by inviting them to be your “pair” when making welfare calls.
- Plan for a major promotion and recruitment drive at least once per year. This could coincide with our feast day month of September, or during Lent.
- Involve your Parish Priest and Leadership Team in the planning (see tips below).
- Develop a promotion and recruitment plan well in advance of the date.
- Follow up a phone call to all attendees within a week of the meeting inviting them to join.
- Run an induction meeting for new members within a month of them joining. Make sure they are given a role and consider pairing them with an existing member (Buddy) to keep an eye on them.
- Give the new member a role, a job to do. This will ensure they feel valued and an important part of the conference team.

RECRUITMENT PLANNING TIPS

- ✓ Provide newsletter information about Vinnies and tell them of a promotion weekend coming up.
- ✓ Perhaps invite them to bring food and clothing to mass for our welfare needs.
- ✓ Have a Vincentian speak after Mass, telling of our work, our mission, and our need for new members to carry out the mission.
- ✓ Invite prospective members to come to an introduction evening to learn more about Vinnies, the work, and our special character. Have existing members in the church foyer to collect names emails and phone numbers of those that are interested in attending this introduction meeting.
- ✓ Make contact within a week of this collection of names and invite to the meeting.
- ✓ The introductory meeting should be no more than 1 hour and should include a well-presented PowerPoint or video about being Vincentian, our mission, our work (This resource is available). Ensure that there is plenty of time for questions and discussion. If possible, finish with a hot drink and biscuit (optional).
- ✓ Embrace diversity. Look to engage with the wide diversity of cultural groups that make up your parish community and proactively remove any perceived barriers, e.g. language, shyness.
- ✓ Take steps to ensure the work of SVDP is visible and well understood within your parish community.

For local guidance or more information, contact:

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Or reach out to National SVDP Office:

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