



MEMBERSHIP RECRUITMENT AND RETENTION IDEAS

Building your TSA chapter doesn't happen by accident. The strength and vitality of your chapter happens because you (the advisor) take an active role in promoting TSA and the opportunities it presents. The following ideas can be used as a basis for recruiting and retaining members. Personalize them to the timing of your school calendar and strengths of your existing members to maximize their effectiveness.

- Begin your recruiting efforts in the spring for the following fall. Hold an interest meeting and showcase accomplishments from the year – photos from state conference, examples of competitive event entries, testimonials from active members. Collect e-mail addresses if possible.
- Elect officers for the next school year in the spring.
- Have an officer team meeting over the summer. Possible agenda:
 - Prepare officer notebooks for the upcoming year
 - Plan membership drive activities
 - Plan fundraising activities
 - Create a TSA Wall of Fame – pictures of previous activities including state and national competition. Have this in place when school starts.
- Hold a summer meeting/social event and invite anyone who is interested. Encourage active members from the previous years to “bring a friend.”
- Begin the school year with an exciting icebreaker/team-building activity, a brief overview of TSA chapter requirements/annual activities, and information about TSA events. Serve food at your first meeting.
- First month of school:
 - Be available to talk to prospective TSA members (in the hall, at lunch, during class). Encourage current members to do the same.
 - Put membership drive in place.
 - Recognition of students that participated at the national conference.
 - Have a family night barbeque so that parents can learn about TSA.
 - Keep a binder or scrapbook (can be electronic) with photos of past events that new members can refer to for inspiration.
 - Make sure that chapter officer morale is high – and stays high—as this is a catalyst for enthusiasm.
- Use all appropriate communication methods – e-mail or other electronic methods, regular mail, posters, etc.



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- Make sure your chapter TSA website is up to date.
 - During the first month of school, select key students as potential TSA members. Talk to them and their parents directly.
 - Have students make morning and afternoon announcements about TSA to help remind “forgetful” students about meetings and events.
 - Make sure to provide recognition for members throughout the year. School assemblies may provide a venue for recognizing those students who excel through TSA.
 - Immediately after the state spring conference, have your members make a list of students who are interested in participating next year. Use the list the first month of school to invite those students to become members of TSA.
 - Do a 10 minute presentation towards the end of the school year about what TSA is and how much fun students can have pursuing the topics that were fun in class at a deeper level through TSA.