



HOW DO I MOTIVATE MY MEMBERS TO RECRUIT

By: The Social Excellence Project

"How do I motivate all my members to do the work necessary for recruitment success?" Short answer: You don't. There's a classic recommendation I've heard people give to organizational leaders over the years that sounds something like this: "If you just get everyone in your group to recruit one person, you'll double in size!" That's a nice idea on paper, but it just plain doesn't work.

There are two types of members in every organization. Horses and mules. The horses do the work. The mules stand around and watch. There's nothing wrong with the mules, they're good people, but if you spend our time trying to push or pull your mules to do the work... Well, you're going to quickly realize that mules are stubborn and you'll be kicked in the face more often than you care to be.

Maybe you don't want your mules on the front lines of recruitment anyway. After all, like recruits like, and that means horses recruit horses. That also means that mules are likely to recruit more mules and that's probably not your goal.

Most recruitment success happens because a small group of workhorses from your group decide to do the bulk of the work. I wish there was a magic way to get everyone on board, but I haven't found it. You're welcome to spend your time trying to get your unmotivated members to recruit, or you and the motivated members can just go out and get results. I'd recommend the latter approach.

Gather your horses and get to work.

