

MIND JOGGERS

Of your entire membership, who is the most connected to undergraduate non-members? YOUR NEWEST MEMBERS! The Mind Joggers activity does more than just give them a pen and a piece of paper and ask the simple question, “Who are some students that you know?” Instead, while your new members are thinking of “who are the non-members that they know,” you provide specific examples to help jog their mind. “Who are the students that live in your residence hall? Who is the person that you always see at the gym? Who is the most reliable person you know? Who are the three funniest people that you know? Who came to school from your high school? etc.” Give your members 2 minutes to write down names without the Mind Joggers. Then put an additional two minutes on the clock, give them the specific examples, and watch how the names pile onto their list. In 4 minutes, you could add 100+ names.

Your Names List is a critical first step in developing a successful recruitment system. The larger your Names List gets, the more successful you will become (Remember, “Quantity Drives Quality!” and “You can’t recruit who you don’t know!”) You’ll have a greater opportunity to recruit more quality individuals when you increase the size of your Names List. Put every non-member / prospective student on your organization’s Names List!

Directions:

1. Write down every unaffiliated person that members of your organization know (and that falls in your organization’s membership category) on the Names List. You can use this list of mind joggers to help ensure you have exhausted your network of connections.
2. DO NOT PREJUDGE ANYONE. Now is **not** the time to decide if someone is qualified for membership.

Write all the prospects you know who...

- Are scholars, really smart, tutors
- Are leaders on campus
- Are service minded, in service orgs
- Want to succeed in life
- Value family and friends
- Make you laugh
- Were/are in your freshman hall
- Live on your floor in your building
- Are on your sports team (all of them)
- Are on your intramurals team
- Are in other clubs/organizations with you
- Exemplify pride in your school
- Current/past RA on campus

Now check the following resources for additional names:

- Contacts in your phone
- Social media connections
- Student directory/email lists
- List of all freshmen (from admissions/student affairs)



People you may not have considered:

- Adult students
- Your freshman year RA
- Graduate students
- ROTC cadets
- International students
- Work with you at your job(s)
- Spend their time in the computer lab
- Spend time in the library
- Are spiritually driven/attend your place of worship/attend any place of worship
- Sit near you in class (think of every class)
- Were in last semester/term's classes
- Are already an officer in another group on campus
- You've seen them in they gym, weight room or fitness class
- They traveled abroad
- Considered your group at some point
- Rosters for other clubs and organizations
- Class lists
- Last year's yearbook
- Housing lists
- Rosters for sports teams
- Invitation lists from club events
- That person who never leaves her room
- University professionals/staff
- Your closest friend's friend
- Seniors and Juniors you know
- Friends of your significant other
- Your friends' friends

