

# 18-Month Recruitment Calendar

## Phase I: Make an Introduction

### Month

### Phase of the Guide

#### Month One:

Know Who You Are and Know Your Value

- Discuss with the developing honor society board the “Know Who You Are and Know Your Value” section of the guide.
- Develop your value proposition statement.

#### Month Two:

Continue Know Who You Are and Know Your Value

- Develop an elevator speech.

#### Month Three:

Creating Awareness

- Develop a publicity timeline.
- Review the developing honor society website and social media accounts.

#### Month Four:

Building Your Name and Reputation in the Community

- Develop and hold a community event.
- Use the community or campus to publicize your event.

#### Month Five:

- Review and evaluate your community event from Month Four.
- Develop and hold a community event.
- Use a social media platform to publicize your event.

#### Month Six:

- Review and evaluate your community event from Month Five.
- Develop and hold a community event.
- Ask members to publicize your event.

# 18-Month Recruitment Calendar (continued)

## Phase 2: Recruit New Members

### Month Seven:

- Review and evaluate your community event from Month Six.
- Choose your Welcoming Team and review conversation tips.

### Month Eight:

- Host a recruitment event.
  - Review “Answers to Frequently Asked Questions” document.
  - Review the value proposition and have developing honor society branded items available, if desired.
  - Review the “Recruitment Event Checklist.”

### Month Nine:

- Host a recruitment event.
- Follow up from the Month Eight event.
  - Send an evaluation to attendees who attended.
  - Send “thank you” messages to people who attended or took a friend.
  - Post a discussion on your developing honor society website or other social media platform.

### Month 10:

- Identify eligible candidates for membership.
- Download exception clause guidelines.
- Develop and send messages to those who are ineligible for induction, to continue the relationship.

# 18-Month Recruitment Calendar (continued)

## Phase 3: Induction

### Month 11:

- Start planning the induction ceremony.
- Use the Induction Ceremony Checklist.

### Month 12:

- Continue to plan the induction ceremony.
- Prepare for the Prospective-Member Meeting.
- Review the Prospective-Member Meeting Checklist.

### Month 13:

- Continue to plan the induction ceremony.
- Hold the Prospective-Member Meeting.
- Publicize the induction event on campus and/or in your community.
- Complete an event evaluation on the Prospective-Member Meeting.

### Month 14:

- Continue to plan the induction ceremony.
- Publicize the induction event on campus and/or in your community.
- Issue the invitation to candidates and send event details to established members.

### Month 15:

- Send final reminders and follow-up messages to prospective members.
- Hold the induction ceremony.
- Have new members complete an event evaluation on the induction ceremony.

# 18-Month Recruitment Calendar (continued)

## Phase 4: Orientation

### Month 16:

- Pull a list of those who did not accept their induction invitation. Survey them to find out why. Remind them that they have a year to accept.
- Pull the list of new members. Survey them regarding their membership expectations.
- Send a new-member orientation invitation to all new members.

### Month 17:

- Hold the new-member orientation for:
  - New members
  - Transfer members
  - Reinstated members
- Have event attendees complete an event evaluation.
- Have committee members complete an event evaluation.
- Share event photos from induction.
- Survey new members.

### Month 18:

- Time to start planning again! Great job!