18-Month Recruitment Calendar

Phase 1: Make an Introduction

Month One:

• 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:

• Develop an elevator speech.

Month Three:

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

Month Four:

• 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.
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.
  o Review the value proposition and have developing honor society branded items available, if desired.
  o Review the “Recruitment Event Checklist.”

Month Nine:

• Host a recruitment event.
• Follow up from the Month Eight event.
  o Send an evaluation to attendees who attended.
  o Send “thank you” messages to people who attended or took a friend.
  o 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.
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.
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!