

## RECRUITMENT STRATEGIES MENU

*This summary lists the four proven methods to significantly increase the membership in your Serra Club. If you want to significantly increase the energy and enthusiasm for the Serra Mission in your Serra Club members, form a Membership Recruitment Team. Then select and implement any of these methods! God bless you in your efforts!*

### A. TWO TODAY FOR SERRA

- a. Ask club members to nominate a candidate on a card & collect the cards at the end of the meeting
- b. Invite the candidates to a "Guest Day"
- c. Invite the candidates to a second "Guest Day"
- d. Invite the candidates to an Orientation Meeting (*preferably informal session in a member's home*)
- e. Hold formal Induction ceremony followed by an Orientation session within 30 days

*Reference Appendix B.1 in the back of the May 2011 United States Council Membership Manual.*

### B. FOUR STEP PROGRAM

- a. Members provide the Recruitment Team with the names of two prospects
- b. Invitation to Information Gathering is mailed
- c. Recruitment Team makes a reminder call to each prospect 3 days prior to gathering
- d. "Guest Day" is held and prospects are asked to join Serra
- e. Any prospect needing more time is called 3 days later
- f. Hold formal Induction ceremony followed by an Orientation session within 30 days

*Reference Appendix B.3 in the back of the May 2011 United States Council Membership Manual.*

### C. TWELVE STEP PROGRAM

- a. Members provide the Recruitment Team with the names of two prospects
- b. Invitation to Information Gathering is mailed
- c. Recruitment Team makes a follow-up call to each prospect
- d. "Guest Day" is held and prospects are asked to join
- e. A second "Guest Day" is held 30 days later and prospects are asked to join
- f. Hold formal Induction ceremony followed by an Orientation session within 30 days

*Reference Appendix B.2 in the back of the May 2011 United States Council Membership Manual.*

### D. BISHOP or PASTORS PERSONALLY INVITE.

- a. Your Bishop or Vocation Director or Pastor must be good friends of Serra to use this process
- b. Club President & VP of Membership meet with Bishop, Vocation Director, or Pastor to ask for their help
- c. Brainstorm with your Bishop, Voc Director, or Pastor to verify if they would be willing to
  - + Host an informal gathering at the Chancery or at their homes with Serra prospects
  - + Write an invitation letter to strong Catholics that they feel would be good Serrans
  - + Write an invitation letter to strong Catholics from the list that you would provide them
- d. Gathering is held at the Chancery or the Bishop's residence or Voc Director's residence (*or at a Serran's home if that is their preference*)
- e. Membership application and all other information is provided by the Serra President & VP Membership
- f. Any person who does not sign up at the gathering is contacted in 3 days by the Club President or VP Membership – whoever 'connected' the best with each prospect
- g. Hold formal Induction ceremony followed by an Orientation session within 30 days

### **IDEAL PROSPECTS LIST:**

Daily Mass participants. Family members of priests/sisters/brothers/seminarians or postulants! Principals and teachers in our Catholic schools. Parents of students involved in a school prayer vocations club. Active Catholics from any parish.