



## **Guide to a Successful Membership Drive**

*This guide provides a bulleted list of tips to help you host a successful membership drive.*

- The most opportune time to hold a membership drive is at the beginning of the semester/school year. Students are coming in/returning fresh, full of energy, and are usually looking for things to get involved in.
- Host membership drives at special events happening on campus where there is a large pool of potential members.
- Pick the highest traffic area on campus during the peak time of congestion to set up camp.
- If possible, always have a laptop with internet access available to sign up members on the spot. Always collect contact information on potential members and be sure to follow up with them.
- Wear **NSBE** paraphernalia to be easily recognizable and identifiable.
- Approach everyone with excitement and enthusiasm. Show them some **NSBE** love!

***Questions you should know the answers to.***

- Who is eligible for membership?
  - Essentially, anyone who believes in the mission of **NSBE** is eligible for membership (reason for affiliate membership,) so everyone is eligible!
  - However, **NSBE**'s programming is geared towards Science, Technology, Engineering, and Mathematics (STEM) majors. This includes all of the engineering fields, physical sciences (physics, chemistry, mathematics, computer science, etc.) and technology majors.
- What are the benefits for membership?
  - See *Membership Benefits* document.
  - Be able to talk about the unlisted benefits that only come from getting involved and experiencing the organization (chance to meet and work with some of the world's most amazing people, extreme level of motivation that you receive at conferences, the unparalleled leadership experience that you gain from being a chapter, regional, national leader, etc.)
  - Have your own personal story to tell about how **NSBE** has benefited you.