

## Strategies for Recruiting Members

New students and those who have never been APhA-ASP members are likely to need more information than those who already members and know about APhA. Consider holding separate events for new students and non-members.

- **Welcome Incoming Students** – Send each new student pharmacist a welcome letter from the chapter with well wishes for good luck in their academic career. Introduce them to APhA-ASP, stressing that APhA is their national professional society and that membership offers lasting benefits. If your chapter has a Web site or utilizes social media, refer new students to it. You can leave out the details - just spark their interest! For a sample recruitment letter, see in Appendix E of the MVP Toolkit.
- **Provide a Chapter Orientation Package** – In all of your marketing materials and at every event, make sure to include information about APhA-ASP projects, programs and events. Explain how to contact chapter officers in order to get involved or offer suggestions on projects and programs designed for new students. We also encourage you to add chapter-specific information on the APhA-ASP membership brochure and materials provided by APhA headquarters each fall and spring.
- **Arrange Informational Gatherings to Acquaint Student Pharmacists with APhA-ASP and Your Chapter** – Your chapter can hold evening or weekend social functions to allow students to get to know each other and ask questions about APhA-ASP. Your chapter can host a school picnic at the start of the school year or organize a membership contest between each pharmacy school class. Your chapter can sponsor regular informal lunch hour meetings that include pizza, or have presentations made by APhA-ASP officers at the start of each class.
- **Sponsor a Reception for First-Year Student Pharmacists** – Your APhA-ASP chapter can sponsor a reception for first-year student pharmacists and transfer students. Have APhA-ASP chapter officers discuss the role APhA-ASP plays in their education and encourage students to join before they leave. Have plenty of membership enrollment forms (or laptops/tablets to register online) and membership brochures available! Invite faculty members to attend this session to orient new students to their professors as well. You would be surprised how faculty and administration support of APhA-ASP and its activities can have a positive impact on membership recruitment.