

## Recruitment Guide

Recruitment is easy to overlook, but essential for your chapter to have a successful year and leadership transition! Recruiting new members allows you to achieve your goals, ensure the sustainability of your chapter, and help create the next generation of pro-choice physicians.

At the heart of your recruitment remember MSFC's mission: to create tomorrow's abortion providers and pro-choice physicians.

### SETTING YOUR RECRUITMENT GOALS

Before you begin recruiting you need to understand what plans you have for the next semester and how many members you need to achieve those goals. You will also want to consider what current members will be graduating or moving into their clinical years, and therefore may be less involved.

Recruiting isn't all about growing your numbers but about finding next year's leadership who will continue the growth that you will be achieving this year.

Once you have a number of people that you'd like to recruit then you can start thinking about what kinds of people you want to recruit!

Medical Students

Supporters

Members

Student  
Leaders

### WHO TO RECRUIT

Within the scope of your medical school, med students are interested in a variety of things including reproductive health care and justice. Not everyone is going to want to be a part of MSFC, and that's okay, your job is to find the right people.

Consider what makes you and other student leaders great MSFC members. You want your members to care deeply about reproductive health whether they want to go into ob/gyn, family medicine, or another field!

Medical students are your population, but not all of them will be supporters. Put your energy into finding people who are supporters and making them members, and making your members student leaders!

# RECRUITMENT TACTICS

All of your members should contribute to recruitment in one way or another, here are some useful strategies to guarantee you have a great recruitment!

- **Media:** Use social media, email listservs, posters, fliers, your school newsletter if relevant, or any school webpages you can to promote your work.
- **Build a listserv:** Collect contact information from all supporters so you can follow up.
- **Personal networks:** Ask everyone in the group to bring a friend (or three!) to an event.
- **Tabling:** Table at activity fairs or table at other relevant events. [Click here to request materials](#)
- **Student and professional group allies:** Broaden your network and strengthen relationships with ally groups by maintaining a presence at their group events, or co-sponsoring with them.
- **Faculty:** Ask an instructor if you can do a quick plug before a lecture for MSFC. Or ask them to recommend students to you.
- **Host an Intro to MSFC event:** Provide food, get to know each other, show MSFC's video, share why you're involved and ask your attendees to commit to your next event!

# IMPLEMENTING YOUR PLAN

The above sections are essential to planning a successful recruitment, but there are two important steps to executing a great recruitment: asking and follow-up.

## ASK

Once you find someone you think would be a great MSFC member ask them to come to an event or a meeting!

Here are some ways to get a conversation started about MSFC and our mission:

"What do you think about our family planning education?"

"Abortion access is important to me because..."

"I got involved with MSFC because..."

Asking and talking to potential members can be nerve racking at first, but let them know why you care about reproductive health and they will connect to you in an important way!

## FOLLOW-UP

Following Up with potential members is probably the most important thing to do when you are recruiting. Here is how to make following-up easy:

Get contact information from interested students, have a sheet for them to sign if you are tabling or hosting an event!

Send them an email thanking them for their interest and go ahead and make another ask! Engaging potential members consistently is how you take them from supporters to members.

Keep in mind that if you don't reach out to them after the initial contact, chances are they won't reach out to you either and you'll lose a potential member.