



RECRUITMENT COORDINATOR SUPPORT

This document is to support Club Recruitment Coordinators on how to have a positive conversation with a potential member.

1. **Understand Their Motivation:** Ask why they are interested in joining the club. Understanding their motivation helps tailor the conversation.
2. **Share Your Story:** Share your personal experience with the club. Relate to their interests and motivations.
3. **Highlight Club Benefits:** Emphasise the unique benefits and opportunities the club offers, such as training, social events, and community service.
4. **Discuss the Club's Mission:** Explain the club's mission and values to ensure they align with the potential member's interests.
5. **Outline Expectations:** Clearly outline what is expected of members, including attendance, participation, and responsibilities.
6. **Explain Membership Costs:** Be transparent about any membership fees, uniform costs, and other expenses.
7. **Detail Training Programs:** Provide information about the training programs and certification opportunities available.
8. **Showcase Social Activities:** Highlight the social aspect of the club, including events, gatherings, and community involvement.
9. **Emphasise Community Impact:** Discuss how the club contributes to the community and the potential member's role in this.
10. **Be Honest About Time Commitment:** Clearly state the time commitment required for meetings, training sessions, and events.
11. **Discuss Opportunities for Advancement:** Explain the potential for growth and leadership opportunities within the club.
12. **Provide Contact Information:** Give them the contact details of key club members for follow-up questions.
13. **Invite Them to a Meeting:** Offer to have them attend a club meeting or event to get a first-hand experience.
14. **Address Any Concerns:** Ask if they have any concerns or questions and address them honestly and openly.
15. **Talk About the Club Culture:** Describe the club's culture and what new members can expect.
16. **Lifesaving is good for mind and body:** Highlight the positive impacts of being involved in the club for mental and physical wellbeing.
17. **Use Positive Body Language:** Smile, make eye contact, and show enthusiasm.
18. **Be Patient and Attentive:** Listen more than you speak. Give them time to express their thoughts and questions.
19. **Offer Written Materials:** Provide brochures, flyers, or handbooks for them to take home and review.
20. **Follow Up:** Send a follow-up message thanking them for their interest and providing any additional information they might need.
21. **Personalise the Conversation:** Tailor your conversation to their specific interests and background.
22. **Highlight Achievements:** Mention any notable achievements of the club or its members.
23. **Discuss the Lifesaving Aspect:** Emphasize the importance and fulfillment of being involved in lifesaving activities.
24. **Offer a Tour:** If possible, offer a tour of the club facilities.
25. **Encourage Questions:** Prompt them to ask any questions they might have.
26. **Stay Positive:** Keep the conversation upbeat and positive, focusing on the benefits and enjoyment of being a member.
27. **Be Prepared:** Have all necessary information at your fingertips, including schedules, contact details, and event dates.
28. **Use Testimonials:** Share stories or testimonials from current members about their positive experiences.
29. **Be Transparent:** Be honest about the challenges and commitments involved, to ensure they have realistic expectations.
30. **Show Appreciation:** Thank them for considering the club and for their interest in contributing to the community.