

RECRUITING TIPS



Follow these easy steps to recruit and refer new members to NACUC



Meet and Qualify Prospective Members – Each time you meet another chairman, you have an opportunity to share how NACUC has helped you and your credit union. As you talk with them, you'll get a sense of whether or not they like to share ideas, learn from others and aspire to grow in their leadership role. Are they excited to share their experiences? Do they have a passion for credit unions and serving their members?



Invite Them to Join – Once you have qualified a prospect, share with them how you have personally benefitted from being part of The Chairmen's Group. Tell them about a successful idea, strategy or program you learned from the Roundtable Forum and specific ways it helped your credit union. Invite them to participate in an upcoming event like the Leadership Development Seminar or the Chairmen's Roundtable Forum.



Collect Contact Information – Have the prospective member fill out a two-part Member Referral Card. Take the half with their contact information, add them to your address book and be sure to email it to NACUC staff as well.



Give NACUC Info Card – Make sure the prospective member keeps the half listing NACUC's member benefits, our web address and YOUR contact information.



Follow Up with a Call or Email – Following up with prospective members you've met is essential to successful recruiting! Within a few weeks, reach out to the prospective member with a phone call or email (use the sample templates provided) and invite them to join NACUC and attend an upcoming Chairmen's Roundtable Forum or Leadership Development Seminar.