



Graduating Student Recruitment Strategies

*Ideas shared in 2015 Membership Committee survey
of chapter presidents and membership chairs*

- 1. It's free!**
Remind students their first two years of NAMA membership are free after graduation.
- 2. Young Professionals benefits**
Remind students they qualify for Young Professionals membership until they reach the age of 25. This means their dues are half-price for their first few years as professionals.
- 3. Student contacts**
Ask student chapter advisors for the contact information of their graduating students. Access customizable recruitment materials and information at nama.org/for-leaders.
- 4. Student rates for professional events**
Invite students to local professional events at a discounted rate. Share membership and dues information with them every time to consistently remind them of professional membership opportunities.
- 5. Mentor program**
Provide encouragement through a professional-student mentor program. This helps students meet professionals on a more personal and consistent basis and get a better perspective of professional NAMA membership.
- 6. Student liaison**
Create a student liaison position on your board of directors. This professional can connect with students regularly and help them transition to both their professional careers and NAMA membership.
- 7. Real professional success stories**
Send professionals to attend student chapter meetings. They can help students plan for their post-collegiate lives by sharing their career pathways and NAMA experiences.
- 8. Student chapter financial incentives**
Provide financial incentives to local student NAMA chapters when their graduating members join as professionals. For example, a chapter may receive \$25 for each graduating senior enrolling as a professional member.
- 9. Graduation celebration**
Host a spring event specific to graduating students to make them aware of professional membership opportunities. For example, host a free picnic celebration to congratulate the graduates. Encourage professionals to introduce themselves to students and share their NAMA experiences.
- 10. Graduation gifts**
Send gifts to congratulate graduating students. This could be a water bottle, food or retail gift card, or something specific to their university. Include a personalized card and information detailing professional membership and instructions to join.