



## Quality vs Quantity – Get BOTH!

Having worked with thousands of chapters, councils and national organizations over the years, one of the most common things we hear repeatedly is “we want better members, but we need numbers this year. Next year we can go for quality.” And thus begins another conversation on the issue of quality versus quantity and the assumption that an organization must choose to go in one direction or the other. This misconception causes a significant number of organizations to end up in one of two really bad places – lots of low-quality members who are having a negative impact on the organization, or a group that is simply too small to accomplish what they want.

Quality drives quantity. Yes. It is true. More people want to buy a quality product. We are going to show you that there is no need to go for one, at the expense of the other. And, that in fact, doing so usually prevents you from achieving EITHER. Finally, we’ll talk about how you can achieve both, and set yourself up for years of success!

### Focus on Quality?

Having high-quality members is essential for the long-term viability of your organization. You must build your organization around members who are committed to the mission, values and purpose of your chapter. If your members lack this commitment, they will have a negative affect on the members that are committed, plus they will be less likely to participate in your events, community service projects, recruitment and all of the other wonderful things that you do as an organization. Low-quality members will do more harm to your chapter than good and having an organization filled with these people makes it more difficult to recruitment high-quality individuals.

How do you focus on quality? Let us explain. Recruiting a particular individual rather than “people that...” is the first step. Most mistakes come from thinking recruitment boils down to three words. “Stalk the Freshmen.” WRONG. Don’t get us wrong. There ARE amazing first year students whom we should be recruiting. But, our greatest ability to increase the quality comes from increasing the number of sophomores we recruit. So the trick to recruiting quality is going after people you already know, not blank faced freshmen you HOPE will turn out to be good members.

### “But we WANT to stay small.” Really?

Small is a relative term. For some that is 10 for others that means 75. Either way, we usually hear that as an excuse for not hitting numeric goals. Are numbers everything in recruitment? Absolutely not! However, if your organization needs 35 members to cover your operating expenses, having 15 “great guys” or “great women” won’t matter when your bills are due! The more members you have in your organization, the more of an impact you can make in your community and the better your balance sheet will look each semester. Having 75 members recruiting each semester will certainly help you reach your recruitment goals easier than having 15 members, that’s for sure. Having a high-quantity of members will also give you the potential to have a variety of personalities characteristics and skills, which will benefit your organization. Having the right number of members is certainly important!

### DON’T CHOOSE.... GO FOR BOTH!

As we said at the beginning of this article, we constantly work with organizations that feel they either need to focus on quantity or quality. The answer to that question is the same on every campus across the country – BOTH! Target

high-quality people who will be committed to the growth and success of your organization. People who have a track record of leadership performance are more likely to make a positive impact in your organization. Remember that old adage, "People Join People. And the organization follows." Better members will ultimately recruit and be more attractive to quality people just like them. If you want a lot of great members, you first need to make sure you have the right group of people in place, otherwise solid potential new members will not want to join people they don't really respect.

Don't outsource or delegate recruiting to the recruitment chair. We already told you that People Join People, so it is logical that the more people you have doing the recruiting, the more we will get to join.

There is also a multiplying effect as well. The more you focus on quality members, the easier it is to get them to do their job and recruit. And, it is easier for them to do it as well!

Both quality and quantity are important and essential for your organization to thrive long-term. How do you find high-quality members? Determine the characteristics of your ideal member and make that the standard by which you recruit. Build the core of your organization around these people and then teach them how to systematically recruit other high-quality individuals.