



### **What are the Benefits for Someone to Join Your Organization?**

What are the unique benefits your organization offers its members? How will their life be different? What parts of their life will be different? How will those differences be better?

You should spend some time while training your chapter identifying the most important benefits of joining your chapter – these could include life-long friendships, leadership opportunities, professional networking, community service projects and social events.

Which benefits surprised them the most? The unexpected ones? We can't maintain that trite attitude "From the outside you can't understand and from the inside you can't explain it." We HAVE to explain it. People won't just trust you that it is great. The best and brightest are smart enough to have good questions and concerns.

Remember the importance of product awareness – your entire chapter needs to have a strong handle on what the benefits are of your organization and then presenting the most appealing ones to a potential new member. Make sure to realize that each recruit will be interested in different benefits – find out which ones are most appealing to them and make sure to focus on those while recruiting them.