**Please take this document and the tasks on it very seriously. Everyone put a stupid amount of hours into recruiting but if we end up not retenting anyone we end up throwing away hundreds of hours of recruitment into the trash.**

ALSO DO NOT TREAT THIS AS A RAP, FORMALITY IS THE ANTAGONIST OF EFFECTIVE RETENTION.

Don’t be afraid to NameDrop

Kickoff Meeting

* New member buddy system
  + High-activity members to come at least 10 minutes early
  + These ppl members should find someone to yap with b4 presentation starts
    - Always smile to everyone you make eye contact with.
    - Based on the new member’s vibe:
      * Talk slow and calm to make them feel at home,
      * Or talk fast, enthusiastic, and friendly to convey excitement/fun
    - Ask them questions:
      * Which member got you to join?
      * How did you hear about us? From class wrap? Petitioning?
      * What campaign are you most excited about?
      * Tell them about your favorite parts of CALPIRG.
    - Make lighthearted fun of other leadership. Ex. “Yea, Jake also seduced me into joining CALPIRG too, once he gets you on the phone he always gets you to say yes”.
    - Please stfu when the presentation starts.
  + Anyone and everyone you talk to, **make sure** to make a plan to see them at another CALPIRG event.
    - Most important that we get people to come to the next chapter meeting. That way we can see if retention strategies worked.
    - Ex. “We have our meeting Monday that I'll be at, I can introduce you to this super cool person!”
    - Ex. “ No worries you can’t make it to the chapter meeting, but you should totally come to this {insert event} next week, you can talk to the campaign coordinator about the campaign you're really excited about”.
  + Anyone especially enthusiastic about PIRG or simply have high energy/fun, have them stay 5 minutes after.
    - Introduce them to another PIRG active member. Invite them to the PIRG function (read next section).
    - There will be an after-kickoff joint rotation (for retention purposes lol)
      * The joint rotation must stay very small, because large rotations suck. So we gotta keep it exclusive to only the most excited new members and people who match the dynamic best. Goal is 5-6 new members, but it can be less or more.
      * If you think they fit, introduce that person to Fifi or Hudson. Discreetly mention to Fifi or Hudson you think they should come.
      * Jakes Idea - Pat Hudson or Fifi on the shoulder if you think they should come
      * And we can invite them if it isn't already too full.
      * Even if you aren’t coming to rotation, you can have your new member go.
      * If they are invited to the rotation, make sure you invite them to PIRG function as well. Because if they fit the vibe for rotation they definitely fit for the function, but not necessarily vice versa.
* PIRG Function
  + PIRG function is most powerful retention tool
    - Works because it balances work with fun.
    - Introduces new members to a lot of cool people.
    - Not everyone has found their group of friends yet. PIRG solved that for me (Fifi) and lots of other active members.
    - Some PIRG tasks suck (eg. databasing) but if all your friends are doing it, you are more likely to do it as well.
  + We cannot invite everyone to PIRG function
    - Hudson’s house is good for parties, but it has a cap of how many people it can fit.
    - We do not go out of our way to exclude anyone from the PIRG function but maintaining some sort of exclusivity makes new members feel more special when they are invited.
    - Still, a majority of people from kickoff should be invited.
  + If they seem like they would contribute to the vibe, invite them.
  + (NOTE - THIS IS NOT A RAP PLZ DONT Rap)
    - Ex. “I’m so happy you came (to kickoff), you should definitely come to the PIRG function this Friday. It's the type of function where we play drinking games, meet people, yap, etc. You get to meet a lot of cool people, plus, the first time you come you get to drink for free. We can’t invite everyone because it got too full last time and the power went out, so sorta keep it under wraps. Ill give your number to the party guy so we can send you the invite. Also, this week’s theme is blackout, so wear dark colors.”
  + Take their phone number, text their contact + name to Fifi so Fifi can personally send them the invite. Personal invites will help them feel more a part of things.
  + If they have any questions about the function, have them text Fifi.