



### Building a Prospect List for Recruitment

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One of the first questions to answer about recruitment is, “Who should we contact?” To answer that, your chapter will need to build a prospect list; here are suggestions for finding names for your list:

1. Members from the “099” list – These individuals are members of ARMA International, but not members of a chapter. Add nearby individuals to your chapter recruitment list.
2. Past members who are no longer involved – Review your membership rosters from the last 12-18 months to identify individuals who have not renewed their membership. Contact them to learn why they did not renew and what your chapter can do to re-engage them as members.
3. Colleagues who work in the records management profession – Each member of your chapter likely knows others who are not ARMA members but should be. Solicit their names and contact information from current chapter members.
4. Those who perform a records and information management function for smaller organizations but without a formally recognized “RIM” title.
5. Non-members who have attended chapter meetings – Review chapter meetings from the previous 12 to 18 months and determine which non-member attendees have not yet joined. Add them to your prospect list. Find out why they haven’t joined and what your chapter can do to make membership more relevant to them.
6. Followers of your social media accounts – Determine which social media followers/friends are not members of your chapter, and reach out to them about joining your chapter.

There are more ideas on how to build your contact list on [this page](#).

After you have created your list, begin contacting prospects. Track each time you contact each one and the results of the contact. Vary how you communicate; using a mix of e-mail, phone, and social media can help generate interest. It may take several communications to get their interest and commitment to join.

See [recruitment resources here](#).

Maintain your prospect list throughout the year. As prospects join, take them off this list, but also continually add new prospects to the list. Ask new members if they can recommend additional colleagues and friends who might benefit from joining.