

R17 Department of Regional Development



**STARFLEET  
REGION 17  
RECRUITER'S  
MANUAL**



This page intentionally left blank.

# **REGION SEVENTEEN RECRUITER'S TRAINING MANUAL**

**VERSION 1.0  
DECEMBER 2004**

**written by  
Robert Bulkeley**

**based on materials by  
Ron Fell, Johnathan Simmons, & Diane Kruse**

This page intentionally left blank.

# REGION 17 RECRUITING MANUAL

## INTRO

For years I have been asking myself the question “Why is STARFLEET so small?” I have been convinced that we should be an organization over 50,000 members strong, and here we are, barely pushing past 4,000. It is not an easy question to answer.

I have been told things like politics involved in organizations when they get to this size, but I don't personally buy it. *Any* large organization is going to have its political shortcomings; it is the nature of the beast when human beings are involved. Where our politics does affect our retention rates (something that does need to be addressed) this manual is going to focus on growing the fleet externally.

STARFLEET'S biggest shortcoming is that we do a terrible job when it comes to getting the word out. Here we are, the largest independent Star Trek Fan organization in the world, and most dyed in the wool Star Trek Fans don't know we exist. In many cases when they are aware of our existence, they are not aware that a local chapter is operating in their very own back yard. My second chapter was in operation for almost TWO years before I found them. I was primed and ready for a chapter, nearly started one with a buddy of mine right before the other one launched, and I never heard of these people.

We've had various levels of recruiting done at the chapter level for years. Where STARFLEET and many of the Regions have Recruitment programs, most of these programs are of a passive nature. They supply some recruitment materials and documentation; very little active *recruiting* is actually done by these levels. Any training that can be received is what can be garnered from websites, essentially simple correspondence courses. *We do not train our people how to recruit new members.*

So this workbook is just what we need. It is a work in progress that will be revised as needed, and as we gather data on what works and what doesn't work. Some of this is gathered from older versions of the FLEET level Recruitment Handbook; some of this is new, much of it is untested. What has been done is to look at how other products are marketed, what works there, and what doesn't work. From these ideas we've distilled it down into easy steps that any region or chapter can follow.

This too is designed to work as a correspondence course, but, as firm statistical data is gathered, we will start having live training sessions, using this as the course book. A dedicated and *trained* recruitment staff is key to STARFLEET'S continued expansion. Many would opt for the interactive nature of Fleet over the more passive nature of the Official Fan Club if they just new that we existed.

So let's explore how we market STARFLEET to the general public, and find those fans that want to be active within this world we call *Organized Fandom...*

This page intentionally left blank.

## 1.0 PUTTING TOGETHER THE TEAM

Key to any marketing effort, and make no mistake about it, recruiting for STARFLEET is a marketing endeavor, is to get a *team* together. STARFLEET has many people from diverse backgrounds. Someone in your region, if not several, work in sales. Skilled salespeople know how to market the goods, how to highlight the strong points and downplay the weakness.

This is not to say that we should be dishonest with the consumer, potential recruits for STARFLEET. What it does mean is that we focus on things like Fun, Friendship, and Activities, rather than things like petty politics and tax law. None of us got into STARFLEET so we can learn about Form 990, or how to deal with the intricacies of internecine warfare.

A good salesperson knows how to accentuate the strength of the product, to inspire desire on the part of the consumer. This is what we should strive for; showing the interested people in the community at large *why* this is fun and rewarding.

As a region that has decided to take on this sort of task, you will need *several key people*. Many regions think that they just appoint a *Regional Recruiter*, and that person alone will get the job done. The sad fact is the job is way to mammoth for one person to tackle independently.

### 1.1 The Recruiting Officer

The Regional Recruiting Officer needs to possess three important skills. They must already be a skilled sales person, at both the personal level, and at the strategic marketing level. Selling is an art that many people naturally acquire; the born salesperson abounds in our society. But most *born salespeople* are only good on the personal level, selling on a one-to-one relationship. This person needs to think strategically as well.

The *big picture* approach needs to be taken by your recruiting officer. What are the ramifications for the Region and the Fleet? Will this work for one area but not another. Marketing is part chess and part poker; your Regional Recruiting Officer needs to be able to play both.

They must be able to lead. As simple as that sounds, most people do not have a penchant for leadership, being far more comfortable with other people making the decisions, or taking too long to make a decision. Leaders cannot afford the luxury of being indecisive; speed is the difference between a good sale and lost sale. Good leaders try things, evaluate its success rate, modify as needed, and move on. They build on successes, and walk away from failures.

They also need to know how to *teach*. This is critical; they must pass on what they know, what they have learned from experience, and how to make it effective so the new recruit is interested enough to join and get involved. They must be able to mentor those who have weaker sales skills, coaching the entire staff towards the ultimate goal; signing up more members in STARFLEET, and creating new chapters where none exist.

Finding such a person will not be easy. Some will be weaker in the marketing aspect, some not as effective a leader. Select this person with an eye towards balancing the three key elements, and give them free rein when it comes to picking their staff. If you picked the right person for the top slot, the supernumeraries that the Regional Recruiting Officer picks will form a tight knit, professional staff.

### 1.2 The Media Director

Second in importance to the Regional Recruiting Officer is the media director. It is his job to create publications and paperwork needed to advertise the organization. It is also his job to deal with media buys (should your recruiting budget allow for such), deal with budget limitations, make

sure flyers and pamphlets are printed and that they are where they need to be. It is one part logistics, and one part creativity.

Working with the Regional Recruiting Officer, the Media Director maps out the campaign. Since they are responsible for documentation that the campaign uses, he should be a skilled graphic artist. They should understand the visual appeal of the documentation that will be used to draw the recruits in, and have a good command of the language.

The Regional Recruiting Officer should give the Media Director a degree of autonomy. Micromanaging this element of the operation tends to stifle creativity, and what we want here is bold visual statements that make the potential recruits want to pick up the literature and read it.

## **1.3 Recruiters**

Recruiters are the rank and file of the department, but do not underestimate their worth. These are the people that will have the most face time with the public, and need to be skilled salespeople in their own right. Since our regions encompass large physical areas. It is probably best to select recruiters on physical location *and* sales skills. We want to cast the net wide to make our campaign as effective as possible.

Regardless of sales experience, the Regional Recruiting Officer should train recruiters before sending them out into the field. If you are just starting out, a one-day seminar should take place, which maps out the campaign, explains the final goals, and allows for one-on-one coaching of sales techniques. This can and will aid in the effectiveness of your Recruiting Corps. Many recruitment efforts in the past have been hampered by lack of preparation, and once in the field the Recruiter can do more harm than good.

## 2.0 ASSESING THE SITUATION

It is best to plan your campaign in advance. Where the old military axiom of “*no plan survives contact with the enemy*” will prove true here as well, having a plan and some contingency scenarios will improve the overall effectiveness of your recruiting drive.

The most powerful tool you can have is intelligence, and I don't mean how smart or clever you are. I am referring to raw data, which describes the situation that you face. Basing your decisions on statistical facts, rather than assumptions can be the difference between success and failure.

### 2.1 Using Census Data

Much of the data collected by the US Government during the 2000 census is available online. We don't need specific demographics about an area, what we do need is overall population counts on communities.

Why? Simply put, we are targeting 1/10<sup>th</sup> of 1% of a community when starting chapters in new areas, and the same level in communities that have an established STARFLEET presence. In the early 90s, TV Guide did a survey that indicated that 50% of the American population were either Star Trek fans, or at least avid watchers of the program. Where there is no current study to show whether that has grown or fallen, the general assumption is that Star Trek Fandom is waning, primarily due to lack of access (UPN affiliates are only in the top 50 television markets in the United States, as opposed to Star Trek: The Next Generation that was in over 200 individual markets in the United States). Even so, if the number of fans in the United States alone is a quarter of what it was a decade ago, that leaves us with 65 million potential recruits. If you realize that you are only going to appeal to the smallest fraction, 1/10<sup>th</sup> of 1% that will feel comfortable in

an organized fan environment, that is still 65,000 probable members of STARFLEET that need to be made aware of the organization. 61,000 of us are missing, simply because they don't know we are here.

We break communities down into three population classes; those over 50,000 [Class I], those over 25,000 but fewer than 50,000 [Class II], and those under 25,000 [Class III].

Class III communities are hard pressed to support a chapter. Based on our model getting the requisite 10 members will be an uphill battle simply due to a lack of population. Where there are chapters that survive and even thrive in Class III communities, statistically the odds are against you. An active recruiting campaign is needed; a passive one will almost undoubtedly lead to the end of a chapter.

Class II communities will have a far easier time statistically. Assuming that you get the word out, that people are aware of your existence, recruiting to the level of 25 to 50 stable members should not be that hard. A Class II community could support possibly two chapters if the area is managed correctly, and a steady effort is made to get the word out to the fans that would like to join.

Class III communities are huge. They are places like New York City and Los Angeles, where a big city is at the core, and tens, if not hundreds of smaller communities dot the landscape around them. They should be able to support several large chapters (New York alone should be able to support 40 massive chapters if STARFLEET is marketed correctly), but need to be carefully managed. It is too easy to have petty politics and bickering between multiple chapters in too close a proximity. The key here is to develop chapters with different personalities; one might be into gaming, another into computers, a third into costuming. Develop chapters with specialties,

and get them to interact. We have a common interest, Star Trek, but sometime that interest gets rather specific, as in the technical aspect, or maybe fan fiction. If a Class III community develops chapters with various interests they can coexist peacefully.

## 2.2 Canvassing the Area

It is best to get the “*lay of the land*” before you start your recruiting campaign. The intelligence garnered from the census was useful in telling us how many people are in the community; canvassing will tell us about the character of the community.

One of the best places to start is the Yellow Pages. How many science fiction, comic book, game, and other stores that serve the genre community are out there? Are they concentrated in one area of the city, or are they spread evenly across town? How big are they, and what is the estimated gross revenue these stores generate? How big is the Science Fiction section in your local Borders, Barnes & Noble, and Waldenbooks? How big are these store’s Star Trek sections? Can you find Star Trek novels and magazines in the local Wal-mart and grocery stores?

Each one of these questions will give you a better idea as to the interest in Star Trek in your community, and where to target your recruiting resources. It may also indicate where you need to find meeting space; a far more concentrated fan base may be near the college or military base rather than downtown. Until you canvas the area though, you will not know for sure.

## 2.3 First Contact with the Public (Shopowners)

One of the first things that you will need to do is get permission to set static displays in various shops. Local proprietors are far more likely to do this than the big chain stores, but you never

know until you ask. Having a display that is clean and professional looking will aid you in your attempts to place the recruiting material inside. Bringing in a stack of Xeroxed flyers reeks of amateurism, professionally done full bleed cards in a literature display will aid you in your attempt to get placement in the various stores.

Some of the larger chains like Media Play will allow clubs space on a wall or table near the front door. Always ask permission first; it would be a pity to lose a large amount of recruiting resources (not to mention time and money that was taken to produce them) simply because you didn’t ask, and the store threw it out.

Be amiable, be polite, and show the storeowners and managers why a STARFLEET marketing presence would be a good idea. I worked in a comic book store once that had a local chapter’s brochures on display. At one point people actually came in for no other reason than to find out some information on the chapter, and wound up buying some Star Trek comics. The chapter and the storeowner both benefited.

## 2.4 The Importance of Keeping Good Records

Not every technique will work in all areas. What we are discussing here are general concepts. By keeping good records, you will have the statistical data from your campaign to make changes, and determine if what you are trying is working, or if you need to alter your plans. A recruiting campaign is an organic thing, always changing.

By logging everything that you do will also give the Fleet and other regions a base of experience to draw on. Where there have been countless recruiting drives over the decades since the organization was founded, there is very little data publicly accessible to the membership at large. We simply don’t know which campaigns worked, and which ones didn’t. There are some instances

## REGION 17 RECRUITING MANUAL

cited in the Recruiting Guide from 1999 that states some things that were ineffective, but not a lot on what did work, or how much time, effort, and money needed to be put into the campaigns.

By keeping good records we will have an easier time tailoring future endeavors, and a better all over success rate of any future campaigns.

This page intentionally left blank.

## 3.0 GETTING THE WORD OUT

As has been previously stated, the biggest problem in recruiting for Fleet is that most people that would be interested in join us simply don't know we exist. There are a variety of ways to get the word out, probably a lot more then we can list here.

This is the most important aspect of any recruiting campaign. How you do it, the image that you project, will determine if we have the right shine, the right appeal, for potential recruits. Clean crisp graphics, good grammar and spelling, the use of color and eye-catching displays will aide you in getting the message out that "We are here and we want you to join us!" If you do not have a media director, or your media director doesn't have the necessary talents and skills to produce eye-catching recruitment aides, contact the STARFLEET Office of Graphic Design. This group primarily works on designing logos for different chapters and aspects of the fleet, but they are all skilled graphic artists, and know how to make a visually appealing display.

### 3.1 Posters

Posters are the simplest way to get the word out. Typically a Kinko's or similar copy shop can produce 11" x 17" output for about \$2 a page. If, in your canvassing, you have determined that there are 10 shops that you would like to advertise in, then for the investment of \$20 and the time to produce the poster, print it, and display it, you have gotten the word out to 100 to 2000 potential recruits a day.

A poster's longevity is not long. The traffic through the store will start to tune it out, as we do all the other advertising in our society. Expect no more then thirty days of service for a poster (This is based on the statistical life of a billboard. Ever wonder why they change them every month?). Either switch them out with a new and strikingly

different design, or right them off after the month is through. Even so, with 30 days exposure, you have reached maybe 3,000 to 60,000 potential members in the preliminary month.

### 3.2 Recruitment Business Cards

Recruitment Business Cards are 2" x 3.5" business cards printed with the most basic of recruiting information. Usually they have the organization's name, a website address, a slogan, and maybe a telephone number. Do not put a name on them, they are general purpose, designed to be picked up at unattended displays. Someone that picks up this simple message can call or research the organization at its leisure. Where I have stressed color in other documentation, here you may want to go as cheap as possible. Black and white cards printed on an astro-bright cardstock will suffice here, since the object is to get as many of these out as possible. This is a shotgun approach, so we are trying to scatter the name as far as possible. Even though it is black and white in design, make sure your graphics are clean and sharp; this is possible your first impression that you will get to make on the prospect.

### 3.3 Survey Cards

If you are able to get a larger static display into shops, malls, and libraries, you may want to consider a survey card. The survey card is interactive; it is something the prospect will need to take time and mail in, so the level of interest can be gauged as much higher then someone that just picks up a Recruitment Business Card. Depending on the questionnaire that you attach to the Survey Card, you can start to build a demographic of the recruits, and match people with similar interests.

### 3.4 Recruiter Business Cards

Each recruiter on staff, as well as the Regional Recruiting Officer, should have personal

business cards. These cards should not be used as indiscriminately as the Recruitment Business Cards. These are point of contact cards for when you've had face-to-face meetings with people that are interested. It will be up to the individual recruiter to determine if the prospect is truly interested or not. People that have a passing interest should be handed the general-purpose card; people that show keen interest in what we are doing and what STARFLEET is should be given a personal card.

Give only as much personal information as you feel comfortable with out on your card. Most people in Fleet give out name, rank, position, telephone number, and email address only. Keep it simple, and they are likely to contact you.

### 3.5 Recruitment Bookmarks

Nearly every STARFLEET chapter on record has tried bookmarks, and very rarely have I heard of any success with this. Part of it is due to the fact that the designs are amateurish. Stay away from cut and past web graphics; they make us look like we don't know what we are doing. Change the size; a bookmark will stand out if it doesn't look like every other bookmark on the planet. I recommend 2 and 3/4" by 4 and 1/4", which is about half a standard postcard. The size makes it stand out.

Make your message short and sweet; it should take no longer than thirty seconds to read the entire bookmark. Don't try to stuff the bible on there. Get in and get out, give them a point of contact so they can do further research on the organization. Make the font comfortably large to read. I've seen bookmarks with six-point type, and enough text to fill an entire standard letter page. The prospect will tend to ignore this in most cases. Brevity is your friend here.

Deploy them where they will do the most good; in books. Get permission from bookstores to insert

them in all books in their Star Trek section. Most Star Trek sections are about a hundred books. To bookmark an entire section of a bookstore should not run more than \$7 to \$10.

### 3.6 Rack Cards

Every chapter should have a rack card if you are recruiting in a Class II or III community. The rack card is a third of a letter sheet of paper (3 2/3" wide x 8 1/2" tall). This should concentrate on the specifics of what the chapter does, when and where it meets, and who to contact.

If you are trekking into virgin territory you should still have a rack card, but one that is a little more utilitarian. This should outline the general principles of STARFLEET, and what a chapter does in general. The new group that you form in that area will determine its own personality, this will provide them with some food for thought.

Ideally these cards should be mailed out as a follow-up from an in-person meeting or a returned survey card. You can have them displayed at actively manned displays, but they are generally not recommended for static displays. This is targeted literature, aimed at people that have already shown genuine interest in STARFLEET.

### 3.7 Tri-fold Brochures

Tri-fold brochures can be useful, though in my experience they wind up as so much waste paper. The most effective ones have been those that have one panel for a cover, two to explain what STARFLEET is, and a membership application on the inside.

Like the bookmark, keep it simple and straightforward. If it takes more than two minutes to read the tri-fold, most potential members will ignore it. Contact information for the local and Regional Recruiter should be included.

## 3.8 Recruitment Displays

There are a lot of ways to go with a recruitment display, and nearly as many places to put them. Your decision on where and what type of display is going to be based on the information that you gathered during the canvassing phase of the campaign.

### 3.8.1 Trade-show Booths

A trade-show booth set up in a mall, strip mall, or similar high traffic area can greatly increase your visibility, and give you a chance to interact with the public. This is where you can determine if you have interested people on the spot.

This is where the sales training kicks into play. A salesperson spends the time talking to the customer evaluating their needs. Matching someone up to STARFLEET with a complete hard sell may be counter productive; they may go around telling everyone they know what a bunch of jerks we are. But steering someone to a chapter that they will fit in well with may get us something we can buy, good word of mouth publicity. Many a chapter has formed due the addition of one key member.

A word of advice: many chapters for many years have thought that recruiting have thought that having a large active display at a Star Trek movie opening was a sure fire way to recruit new members. Where on the face of it it seems to make sense (they must like Star Trek if they are going to see a Star Trek movie) what we find is that most people want to get in the theatre, buy some drinks and popcorn, and find a good seat. They don't have *time* to be bothered looking at your recruiting material, and frankly you are the last thing on their mind.

Convention tables, another popular way to recruit, are only effective if your chapter is actually in the city that the convention is held. I

have known chapters that have set up recruiting tables over an hour away from home, and not netted one new member for their efforts.

Most important to your efforts is to *be active* if you are going to do a recruiting booth. Many booths are manned by people that just sit there and do nothing, or wait for the prospect to start the conversation. If you are going to do active recruiting, be active. It will make a far better impression on the prospects that come your way.

### 3.8.2 Large Static Displays

Large Static Displays are places where two or more pieces of literature can sit to be taken by anyone that is interested. They are unmonitored, and can be present for months or years at a time. The more sophisticated ones include tri-folds, Survey Cards, Recruitment Business Cards, and maybe a general Rack Card.

They need to be monitored every two weeks or so. This allows us to replenish the consumables, see what consumables are leaving, and determine if the traffic is generating enough interest.

If you have more then one Large Static Display, it is probably a good idea to color code or Recruit Code the survey cards. This allows you to track the effectiveness of each display in turn, and move those that are either not performing or underperforming.

### 3.8.3 Small Static Counter Displays

Usually these consist of noting more then a business card holder and the Recruitment Business Card. Their effectiveness is limited (this is a shotgun blast), but they are inexpensive, and you can deploy a lot of them. It is harder to track return on investment here, so I would recommend deploying these if you have no other way into the venue (due to corporate rules or

surly shopkeepers).

## 3.9 Advertising

Our chapters are running on limited funds, and in many cases the regions themselves are more strapped than the chapters. Because of this, every dime must count. Advertising is a luxury that few can afford, at least presently. Usually we are lucky to gather up the \$50 to \$100 needed for a web service, so putting ads out in general circulation is out of the question. But it is a viable form of exposure, and it surely gets the word out, so let's explore it a little.

### 3.9.1 Newspapers

Certainly the most affordable of traditional advertising, cost is still a mitigating factor. Usually budgets will only allow for advertising in the classifieds, larger display ads of even an eighth of a pager in a newsweekly newspaper will run you \$500 or more for a single ad. Measuring the effectiveness of these ads is difficult since I have yet to hear of anyone actually deploying such a method due to the cost.

### 3.9.2 Radio & Television

Radio and Television are both appealing, but the cost is staggering. Radio can charge up to \$1000 for thirty seconds of airtime; in most communities television will charge up to \$5000. No chapter or region that I am aware of has a budget to support such rates.

In recent years it has been suggested that since STARFLEET is a 501(c)7 non-profit organization, we may fall under the rules to put on Public Service Announcements. PSAs are required by law for broadcasters to maintain their license; it demonstrates service to the community. The downside on this is that the radio or television station may require you to prove that you are a qualified NPO before it gives you air time. In

many cases it may require you to be incorporated. Since STARFLEET does not allow the regions or chapters to use its tax id number you may be forced to incorporate your chapter or region, and that will open a whole new can of worms.

There is also the cost involved in producing something of a professional quality worthy to be aired. Radio STARFLEET has proven that we can do professional level audio on a desktop computer; the logistics and art involved in maintaining the same production values has yet to be proven in video. Necessity would push us to the point where we could produce such a polished level of video production, but the equipment is *very expensive*. This may be the most damning argument against television advertising; even if we could get the airtime for free, the sheer cost of producing the advert would bankrupt even the most generous regional recruiting budget.

### 3.9.3 Movie Theaters

In recent years the practice before the movies has been to play a slide show that have trivia questions and factoids. Littered among these bits of trivia are ads, mostly for local businesses and churches.

Costs associated with movie slide show advertising art the creation of a slide, which can be done on any good graphics program on the computer, and the output to film. Typically the output to slide film is less than \$10 a slide; a typical slide presentation uses three slides, so \$30.

Prices for displaying these ads in the theatre varies according to the show it is in front of (*Spider-man 2* will cost more than *Mean Girls*, simply due to the anticipated revenue and seats filled). You can usually get a blanket rate for a few weeks at several hundred dollars. Rate of exposure is going to be directly tied to the number of audience members that will show up. You would also want to specify movies that will have cross-over

## REGION 17 RECRUITING MANUAL

appeal; people that go and see *Alien vs. Predator* are far more likely to be interested in Star Trek than patrons of the *Princess Diaries II*. Again, like radio and television, this is an expensive proposition. Unless your recruiting budget has deep pockets, I would advise against it.

This page intentionally left blank.

## 4.0 FOLLOWING UP

Getting the word out there in the first place is wonderful, but your recruiting campaign will be completely neutered if you do not follow up on contacts and leads. In more traditional sales this is what will lead to the close, the point where the customer moves from being a potential sale to a bona fide customer.

The first goal is to let them know that we are still thinking about them. The second is to get them thinking about STARFLEET again. They have had more time to think about all of this, they should be getting closer to joining in then sitting on the sidelines.

## 4.1 Website Forms

Much of the initial literature that was created has contact information. One key element should be a url that leads them to a website that is little more than a guestbook; it is a place to request more information. The potential recruit will fill out their name, mailing address, email, and phone number. This gives us finally a way to reach them and invite them to some events, send out mailings, and call them up and sound them out. The fact that they have taken an active part in the process means that they are far more serious than the guys you casually talked to in the mall.

## 4.2 Recruiting Pamphlet

The recruiting pamphlet is the equivalent of one 11" x 17" butterfly folded sheet of paper that you send out. It should have no more than fifteen minutes worth of reading (again, brevity is our friend) but may include an application to join STARFLEET. These mailers can cost as little as \$.30 a piece plus postage, and are targeted at those that have expressed an active interest. Addresses will come from either the Survey Cards

or the Website Forms; so they have already started to take an active part in the process. They have identified themselves as active participants.

## 4.3 Chapter Rack Cards

Chapter rack cards can be useful as a mailing in areas that already have an established STARFLEET presence. Here the goal is to grow the local chapter(s) rather than create a new one. It would be best to send this out a few days after the Recruiting Pamphlet as a follow-up in areas with an active Fleet chapter.

## 4.4 Telephone Calls

Telephone calls should be on the heels of the mailed literature, within one to two weeks. It is quite possible that you have never met this person before, even if you had an active booth at the local mall. Many of these people may have gotten word from the more passive methods of recruiting.

The best approach is to invite them to an event. If it is a new group that you are forming, try to invite them to the initial meeting, if you are trying to grow a chapter invite them to a fun event, since business meetings tend to be a turn-off. My first meeting in Fleet was a picnic; if it had been a business meeting I may have turned the other way and never joined.

Keep the tone light and cheerful. Remember that where this is our first encounter with them, we are making that all important first impression.

## 4.5 E-mail Contact

Use email as a way of reminders of events that are coming up, or it will be regarded as so much more spam. Only use it as the initial invite if you have no other method of contact. It is best to give folks a heads up about an event two or three day lead-time; close enough to the event that they

## REGION 17 RECRUITING MANUAL

won't forget, far enough away that they don't feel they need to alter their weekend plans.

## 5.0 GETTING NEW GROUPS TOGETHER

The most awkward and difficult aspect of starting a new group is getting everyone to meet. We are all strangers there at first, even though we may be forming friendships that last for life. Initial meetings should be casual, and I recommend they be held in an inexpensive restaurant like a Denny's, since eating tends to put people at ease.

### 5.1 Initial meetings

The first meeting of your new group should be little more than a meet and greet. It is best if you can bring several active STARFLEET members with you, people that can answer questions about the organization, chat friendly, and share the passion about Star Trek. Keep it light and friendly, but answer any question that is put to you, clearly and honestly.

At the end of the outing invite them to do it again in another month's time. This will allow you to 1) gauge how well the group gets along, and 2) see who the more dominant personalities are in the gathering.

### 5.2 Follow-up meetings

The follow-up meeting should be much like the first one. Meet at a restaurant or similar venue, and socialize. But halfway through the meeting, start asking those gathered who has already joined STARFLEET, and which one of those are interested. How this plays out will be directly tied to the personalities involved. You will have to play it by ear. If there is enthusiasm for Fleet, ask the group if they'd be interested in forming a chapter.

Again you will have to gauge reactions carefully. If the response is positive, it is then that you bring out the Starship-in-a-Box.

## 5.3 The Starship-in-a-Box

The Starship-in-a-Box is a recruitment tool to jumpstart a chapter to shuttle status as fast as possible. It is not designed to sidestep the ShOC program; it is designed to augment it. It is an oversized binder that contains the following items:

- Membership Applications
- Start Manual
- Previous Editions of the Communiqué
- Previous Editions of the Regional Newsletter
- Sample Chapter Newsletters
- Sample Bylaws (Working Set)
- Vessel Registry
- Sample Recruitment Materials
- Blank TO&E (Table of Organization and Equipment)
- Sample Award and Promotion Certificates

The membership applications should be distributed to those folks that have not yet joined but are interested in doing so. If you have wireless access and a laptop that can hook into it, you may encourage the new recruits to sign up there on the spot at <http://join.sf.org/>. This will expedite things, but is not critical to your mission's success. Get the applications out to those that need them.

You have had two meetings to size up this group; you are going to have some sort of idea who the potential leaders will be. If the group has come to a consensus that they want to form a Shuttle, put them to the question and find out who will lead them. It is with the agreed upon leader that you entrust the SIAB.

## 5.4 ShOC and the Shuttle Program

If at all possible, it would be best that you have the

# REGION 17 RECRUITING MANUAL

Regional ShOC Officer available at the follow-up meeting. From the time they become a shuttle, they become ShOC's responsibility. ShOC will be responsible to get them through the hurdles to become a full-fledged Starship.

This does not mean abandon them. They will need help in recruiting the ten necessary members. With all the recruiting material that you already have in place in the community you are likely to know about new potential members before the shuttle CO does. By helping them recruit to ten members and beyond, you are ensuring their continued success.

ShOC will become point on mentoring the fledgling chapter. Recruiting will treat the situation as if they are another chapter in the region that wants help in increase their numbers and become viable.

## 6.0 REVISE AND REPEAT

Each time that you use this process it will change, sometimes slightly, sometimes greatly, depending on what you have learned. This is why we advise keeping good records in section 2.4. You will not know what to change unless you are able to analyze data from the campaign. Each recruiter should keep a log, as well as the Regional Recruiter and the Media Director. Plan for a meeting where the different elements of the department can compare notes.

I suggest subtle changes at first, unless the program is completely off the mark. Refinements generally work better than wholesale reworking of the program. With a complete rework you are stepping into completely new territory, with refinements you know how effective it was, and are just trying to make it more effective.

## AFTERWORD

This document does not have all the answers. It is a place to start though. If you use this program, please document your successes and failures and send them to [recruit@arcroyal.org](mailto:recruit@arcroyal.org). We want to revise the program, make it stronger and more effective, and the only way to do that is to add everyone's experience.

Good luck and good recruiting.

This page intentionally left blank.

