

Member Recruitment

Consider how you will recruit a diverse membership that is truly representative of multiple identities of neurodivergent students at your school. The Neurodiversity Alliance does not require clubs to have a minimum member requirement, but we recommend at least 5 consistent members.

We encourage all clubs to have a focus on growth, both in membership size and level of engagement. In some cases, you may be required to have a minimum number of club members to be recognized as a club at your school. Be sure to check with your school or campus club advisor for start-up requirements.

Roles:

Engaged members are essential to your club's success, regardless of whether they have the time or interest in taking on formal leadership roles. These members may embrace other roles in the future when they feel a sense of connectedness to the mission. Regardless of role, all members can:

- Contribute fresh ideas
- Share the club's mission and overall message
- Participate in club activities and invite others
- Spread the word about events and campaigns

How to Recruit:

1. Work with your club advisors and/or leadership to develop a recruitment plan and timeline for blast emails and social media posts.
2. Select the strategies and activities you will use in your recruitment plan. Refer to the list on the following page for ideas.
3. Register your members by adding them to the club member log. By listing their name and contact information, you are enrolling them as an official member.

Practical Tips:

1. Keep paper copies of fliers on-hand and be ready to post when the opportunity arises—for example, at a local coffee shop or gym.
2. Keep digital copies of the fliers on members' phones so they can easily text or email it to prospective members.
3. Ensure that contact information is consistent across all marketing materials, so interested students know how they can reach you.