

# Learn to Lead Strategic Recruitment

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UNIVERSITY OF  
**GEORGIA** / **ALUMNI**

# What does it mean to volunteer for UGA?

- ❦ The honor of serving as an Ambassador for the University
- ❦ Assisting other Alumni in engaging and reconnecting with UGA
- ❦ Mentoring Students
- ❦ Consideration for other board opportunities across campus
- ❦ Cultivating a love for UGA beyond athletics



**ALUMNI**

# Recruiting

“If you don’t recruit, there’s no coach out there that can out-coach recruiting. I don’t care who you are. The best coach to ever play the game better be a good recruiter because no coaching is going to out-coach players. Anybody will tell you that our defense is good because we have good players.”

Kirby Smart

1. What is your vision for your chapter?
2. What do you need in order to get there?
3. Who has the skills and attributes you are looking for?
4. How will you find them?



# Mission and Vision of UGA Alumni Association



## **VISION:**

To cultivate lifelong commitment to the University of Georgia in our alumni and future alumni.

## **MISSION:**

Build a more engaged alumni community through diverse events, programs, volunteer and student mentoring opportunities.

Create a stronger pipeline of future engaged alumni through meaningful student activities.



# Volunteer Matrix

1. School/College
2. Geographic Region
3. Gender
4. Class Year
5. Race/Ethnicity

## Ideas for a Chapter Board Matrix

1. School/College
2. Professional/Volunteer background
3. Gender
4. Class Year
5. Race/Ethnicity
6. Skills



# Characteristics of Great Chapter or Council Leaders

- ❖ Demonstrated Passion for UGA and its Mission
- ❖ Willingness to donate time and resources
- ❖ Strong communication and interpersonal skills
- ❖ Representation of diverse backgrounds and perspectives
- ❖ Professional and ethical conduct
- ❖ Leadership ability and the capacity to motivate others
- ❖ Willingness to have an in-depth understanding of UGA policies and procedures
- ❖ Positive, enthusiastic, inclusive and proactive attitude
- ❖ Enjoys having a good time for a good cause



# Where and When to Recruit Board Members



- At your events
- Stewarding local UGA donors
- While responding to questions that come into DM's or Email
- In partnership with Development Officers



# Where and When to Recruit Board Members



## **Engage your existing Board members**

Ask them to do the same thing within their network. The number ONE reason people join boards is because they were asked. Who is in their network that might have been overlooked? Use LinkedIn and FB for UGA search. Remember, the criteria and qualities we are looking for – and that prospect is invested in UGA and has the time to commit. Important to be upfront about expectations.







**Thank You!**