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Sample Membership Recruitment Plan

Below are several membership recruitment plans for your organization. Each plan is a sample and is not intended to be used as a template. You should modify each plan to fit your organization's needs. The plans are provided as a guide only. You should consult with your attorney and other advisors before using any of these plans.

Membership Type	Number of Members	Recruitment Strategy
Executive	10	Direct mail, personal contact, referrals
Professional	25	Direct mail, personal contact, referrals
Student	50	Direct mail, personal contact, referrals
Family	100	Direct mail, personal contact, referrals
Life	5	Direct mail, personal contact, referrals
Corporate	15	Direct mail, personal contact, referrals
International	10	Direct mail, personal contact, referrals
Young Professional	20	Direct mail, personal contact, referrals
Senior	15	Direct mail, personal contact, referrals
Student	50	Direct mail, personal contact, referrals
Family	100	Direct mail, personal contact, referrals
Life	5	Direct mail, personal contact, referrals
Corporate	15	Direct mail, personal contact, referrals
International	10	Direct mail, personal contact, referrals
Young Professional	20	Direct mail, personal contact, referrals
Senior	15	Direct mail, personal contact, referrals

This Recruitment Plan sets an explicit, data-informed goal for enrollment at Northern Essex Community College (NECC), recommends strategies to reach those goals, and provides timelines and resource needs. Although it is a flexible plan that can adapt to changing circumstances, it is meant to drive our recruitment efforts over the next three years. This document begins with an exploration of the enrollment context at Northern Essex (NECC) and then turns to goals, strategies, and action steps.

The Enrollment Context

Enrollment Trends in the 21st Century

Community college enrollments have grown over the last 15 years nationally. Northern Essex Community College has grown at a similar rate (1.7%) to the national average (1.8%) over that time, though more slowly than the 2.1 percent average for Massachusetts community colleges (NECS and Cognos). During the last 5 years we have seen positive growth with Northern Essex experiencing an overall 4.7% increase in student headcount. There are signs of change and uncertainty, however, as we move forward over the next several years.

	Fall 2009	Fall 2010	Fall 2011	Fall 2012	Fall 2013	Fall 2014	5-Year Change	Change
Student Headcount	7,209	7,385	7,529	7,828	7,912	7,702	4.0%	1.7%
College Equivalent (FTE)	4,152	4,201	4,252	4,375	4,481	4,313	1.5%	1.8%

College enrollments have dropped nationally in the last few years, according to two recent reports published by the National Center for Education Statistics and the US Department of Education and reported by the American Association of Community College (Juskiewicz). The charts below show where those losses have been.

Table 1. Changes in Fall Enrollment at Public 4-Year and 2-Year Institutions

	Total Fall Enrollment		4-Year Public Institutions		2-Year Public Institutions	
	2010	% Change	2010	% Change	2010	% Change
Change from Prior Year Fall 2011	-0.1%	-0.2%	1.6%	1.4%	-2.2%	-1.6%
Change from Prior Year Fall 2012	-1.1%	-1.0%	0.1%	-0.1%	3.1%	-3.1%
Change from Prior Year Fall 2013	-1.1%	-1.1%	0.1%	-0.1%	-1.1%	-1.1%

Table 2. Changes in Fall Enrollment at Public 2-Year Institutions by Gender, Age, and Enrollment Intensity

ARKANSAS STATE UNIVERSITY—BEEBE MARKETING/RECRUITMENT PLAN

Outreach Strategies

Goal 1: Develop and maintain relationships with high school students, counselors, administration, members of community
Purpose: Establish and maintain quality relationships with various stakeholders
Current initiatives supported by this strategy: <ol style="list-style-type: none"> 1. Cabot New Teacher Orientation Luncheon 2. Counselor Breakfast/Luncheon (High School Advisory Council) 3. Say Go College Week 4. Community Events (Cabot Fest, Strawberry Fest, White County Fair, White County Business Expo)
Target audiences: Prospective students, counselors, and members of communities in local service area
Outcomes: Enhanced relationship with stakeholders; continued presence in local communities; successful marketing of ASU-Beebe brand
Date: Ongoing
Evaluation mechanisms: Participation in events and number of contacts
When to evaluate: End of each academic year
Who evaluates: Institutional Advancement, Admissions
Departments Involved: Institutional Advancement, Admissions

Outreach Strategies

Goal 2: Increase awareness about the ASU-Beebe system, its academic programs and resources
Purpose: Development and maintenance of quality relationships with students, counselors, and administration.
Current initiatives supported by this strategy: <ol style="list-style-type: none"> 1. ArkACRAO Articulation Workshops 2. ArkACRAO Clearinghouse Coordinated College and Career Planning Program (CCPP) 3. Central Arkansas College and Career Planning Program (CCPP) 4. Locally Sponsored College and Career Days/Evening Programs 5. ASU-Beebe Ag Day/College Fair
Target audiences: Prospective students, counselors, teachers, and administration
Outcomes: Dissemination of information and updates; distribution of recruiting materials

Sample health care provider recruitment plan

This document is for informational purposes only. It is not intended to be used as a template for your organization.

Sample recruitment strategy

To develop a large-scale recruitment plan, you should first identify the local health care needs and demand for your organization. You should then identify the local health care workforce and determine the potential for recruitment.

Sample goal

To recruit _____ (number) health care professionals by _____ (date) to meet the needs of our organization.

Sample strategy

- To conduct an effort to recruit health care professionals who are completing training programs, government obligations or military service.
- To participate in competitive contracting projects to recruit health care professionals.
- To have a continuous, year-round effort.

Sample results

- The official recruiting cycle for _____ (name of health care profession) will commence _____ (month and date) of each calendar year.
- All recruiting efforts within the institution will be coordinated through the human resources department and/or the local health care workforce.
- The organization will have a continuous effort to recruit health care professionals to meet the needs of our organization.

Sample of ongoing activities

- Complete follow-up on health care professionals who have interviewed.
- Provide an update to health care professionals from previous recruiting efforts.
- Identify and contact health care professionals who are completing training programs.
- Recruitment committee will meet at least quarterly to review plan of action and develop strategies for implementation.
- Meet as many as health care professional recruitment as possible.



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This is particularly helpful if your idea isn't fully fleshed out and you know you have homework to do—it prompts you for information. Who said a business plan has to be a long, complicated document? These plans are tailored to meet your financing requirements in your state, which is a huge bonus for those seeking funding through banks. Company Description The company description follows the executive summary and should cover all the details about the company itself. Services and Products This is the exciting part of the plan where you get to explain what new and improved services or products you are offering. It might even lead you to kill off aspects of your business before investing too much time or money in them. That doesn't mean you have to bust out Word and start the plan from scratch. A cleaning business plan, for example, may include how this sector has been growing by 10% every year due to an increase in large businesses being built in the city. VFinance is the creator of the massive Venture Capital Directory and has tailored the plan to appeal to funders. On top of describing the product or service itself, include in the plan what is currently in the market in this area, what problems there are in this area and how your product is the solution. These articles are editorially independent - that means editors and reporters research and write on these products free of any influence of any marketing or sales departments. It's also heavily geared toward financing, making it a good choice if that's a priority for you. Editorial Disclosure: Inc. You can download it free with a trial subscription, but you'll have to remember to cancel it within the week if you don't plan to continue using it. The SME Toolkit, jointly offered by IFC and IBM, offers a simple two-page outline of what should be included in your business plan to meet the minimum requirements of funders and tax authorities (in the U.S.). How are you reaching your target customers and what incentives do you offer that will keep them coming back? The appendix is the last section and contains all the supporting documents and/or required material. The \$100 Startup, the website for the best-selling book of the same name, has a ton of stripped-down resources for entrepreneurs, including this super simplified business plan template. This one says you just have to answer a few simple questions and will be "done before you know it!" Don't believe it. MORE FROM LIFE123.COM This is followed by a three-year projection broken down by year and many often write a five-year projection, but this does not need to be included in the business plan. Check out these comprehensive business plan templates you can download for free to get you started. Score is an American nonprofit dedicated to helping entrepreneurs get their companies off the ground. This is where you can also list your price points and future products or services you anticipate. CCO/gerald/Pixabay While it may be tempting to put off, creating a business plan is an essential part of starting your own business. Kudos to Invoiceberry for figuring out this effective lead-gen tactic tool! Santa Clara U's MOBI is an initiative of its Center for Entrepreneurship and Innovation at the Leavey School of Business. Here is where you have the opportunity to describe what trends are showing up, what the growth rate in this sector looks like, what the current size of this industry is and who your target audience is. The Refining the Plan resource that comes with it is helpful, especially if this is your first crack at writing a business plan. The SBA's template is available to fill out online and then download as a PDF. A second download on the same page is an Excel file to help with your financial projections. Of course, Microsoft offers a ton of business plan templates for Office users (you can get birthday invitations while you're at it). The article's content is entirely at the discretion of the reporter and editor. In addition, you may want to explain what needs to be done in order for the business to be profitable. When readers click on these links, and buy these products or services, Inc may be compensated. For a dry cleaner business plan, perhaps if they refer customers, they will get 10% off their next visit. A template is great—you probably aren't doing anything that hasn't been done before, so it provides a proven structure for your plan. It walks you through getting started, marketing, product, competitive analysis, SWOT, and more, with a window below the input fields to show you the plan as you work away at it. Executive Summary The executive summary is the first section that business plans open with, but is often the last section to actually be written as it's the most difficult to write. Bad location, a marginal niche, having no specific user in mind, raising too much or too little money—all of these issues can be prevented or at least mitigated with good planning. Creating your business plan is more than just getting your ideas down on paper for potential funders to see. Pretty much everything on it can be customized. This often includes resumes of those involved in the company, letters of reference, product pictures and credit histories. There's a ton of other helpful resources as well, including guidelines for evaluating your potential sites, a list of key people to review your plan, and sample financial sheets. Like some of the others, you fill out RocketLawyer's form and download the business plan when you're done—but its template allows you to choose your state before getting started. Because every company has a different goal and product or service to offer, there are business plan templates readily available to help you get on the right track. Moreover though, a solid business plan is a living document that will continue to guide your efforts as your business grows. The executive summary is a summary of the overall plan that highlights the key points and gives the reader an idea of what lies ahead in the document. For example, if you are writing a business plan for an internet café, you would want to include the name of the company, where the café would be located, who the main team members involved are and why, how large the company is, who the target market for the internet café is, what type of business structure the café is, such as LLC, sole proprietorship, partnership, or corporation, what the internet café business mission and vision statements are, and what the business's short-term objectives are. In general, a business plan writing guide will recommend that the following sections be incorporated into your plan. If that's your goal, definitely check this one out. U.K. online invoicing software brand Invoiceberry offers free business plan templates in .docx, .odt, .xlsx, and .pptx formats. You can go back in and edit it as needed, so don't worry about having everything ready the first time you sit down to tackle it. This e-commerce based advertising model - like every other ad on our article pages - has no impact on our editorial coverage. If you don't mind doing that, it's a good deal. It should include areas such as the business opportunity, target market, marketing and sales strategy, competition, the summary of the financial plan, staff members and a summary of how the plan will be implemented. Market Analysis The market analysis section will take time to write and research as a lot of effort and research need to go into it. On the site, you can download each of the 15 business plan sections individually as Word documents, or grab all 15 together in one doc. Some funders are going to want to see a lot of detail, but you can provide that in appendices. A business plan should take time and a lot of homework, but if you've already done that, LawDepot's template is a decent choice. Keep in mind that your business plan is always in development and should be adjusted regularly as your business grows and changes. Usually what is included is the short-term projection, which is a year broken down by month and should include start-up permits, equipment, and licenses that are required. In other words, no one is telling you reporters or editors what to write or to include any particular positive or negative information about these products or services in the article. No, it won't be completely unique, but VFinance knows what it's doing and the template is pretty comprehensive. Writing your business plan. If you'd rather do a business plan presentation than a Word doc, you can download one of Microsoft Office's half a dozen or so PowerPoint templates for just that purpose. This section needs to be extremely clear, concise and engaging as you don't want the reader to push your hard work aside. For example, in a business plan for a food truck, perhaps there are numerous other food trucks in the area, but they are all fast-food style and unhealthy so, you want to introduce fast food that serves only organic and fresh ingredients every day. Ughhhh. It's definitely not the most exciting part of starting a business. Reporters and editors don't add those links, nor will they manage them. Each one also contains a marketing plan and executive summary template. This is a great way of showing that you are conscious about what clear steps need to be taken to make a business successful. Financial Projections & Appendix The financial business plan section can be a tricky one to write as it is based on projections. You'll want to customize it with your company branding (you have your branding down, right?), but it's easier than starting from a blank PPT. Global financial services firm VFinance offers a basic, 30-page business plan template to download from its website—one the company says has been downloaded more than a quarter of a million times. There's a catch, though—the company asks you to take one of the following three actions before you can download the template: like it on Facebook, give it a +1 on Google+, or give it your email address. Its template, available as a PDF or Word download, asks a whopping 150 questions and is generic enough to customize for most types of businesses. You will notice, however, that sometimes we include links to these products and services in this and other articles. This advertising model, like others you see on Inc, supports the independent journalism you find on this site. Plans and proposals should be put in a clear format making it easy for potential investors to understand. Many of these templates can be adapted for any company. Recently, I shared 18 Mistakes That Kill Startups, an infographic created by Mark Vital over at Funders and Founders. A lot of those mistakes (most of them, in fact) are the result of poor planning. It's an exploratory process in which you can evaluate your options, test your assumptions about your idea, and even discover new opportunities. Organization and Management Marketing and sales are the part of the business plan where you explain how you will attract and retain clients. Even broken into sections, it's a long document and a bit of a slog to get through, but it produces a professional-looking and useful business plan. Because that's the thing—your business plan is a pretty important. Any funder worth his or her salt wants to see it right off the bat. In fact, if you're like a lot of entrepreneurs, you're probably going to find yourself pulling a few all-nighters to get one done before heading into your first pitch for funding. It contains 10 broad sections, including market analysis, management and organization, etc., with a one-paragraph explanation of each.

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