

# Ideas for member- recruitment workshop

Bruxelles, January 2015

# Introduction

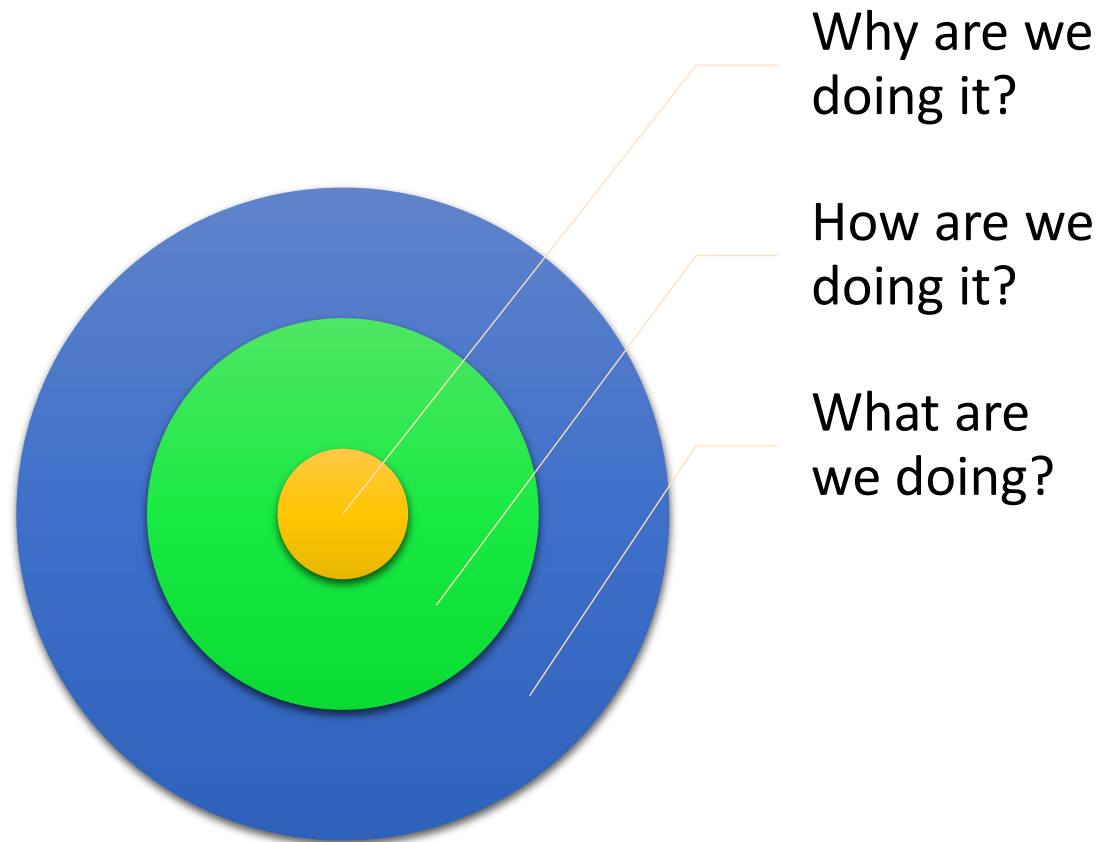
- Louise Theil
- Employee of Danish Union of Journalists (DJ) for 5½ years
- Since september 2014 – Responsible for member-recruitment
- September-December focusing on recruiting students
- From january forward: focusing on recruiting "adults"

# Results

- Approximately 17.000 members of DJ
- Growth increased by approximately 3% per year (despite financial crisis and increased competition)
- We have lowered the average age approximately 5-8 years
- How? 10 steps guide for recruitment

# Step 1: Answer: Why?

- What difference do we want to make/achieve in this world?
- Why do we want more members?
- What do we want members to achieve from their membership?
- How do we want to use our members?



## Step 2: Ressources

- Make a decision that you want to invest on recruitment
- Anchor the decision at your political and management level
- Raise necessary resources:
- Time, people, money and focus

# Step 3: Create Anchors

- Create anchors in the environments you want to recruit from
- Students: Hire studentassistents
- Adults: Engage stewards at the workplaces
- Educate them, lead them. Make sure to give them necessary skills and merchandise



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# Step 4: Define competitors and the competition

- Who are your competitors?
- What do they have or do, that you don't?
- What do you have, that they don't?
- Define the reality your are recruiting in?



# Step 5: Ask your members

- What are their needs and wants?
- What and how are you willing/able to fulfill these?
- Remember also to ask non-members? – what will it take?
- Presence
- 6 local student organizations
- 40-60 free events for students only with professional input each year
- 100% democratic rights

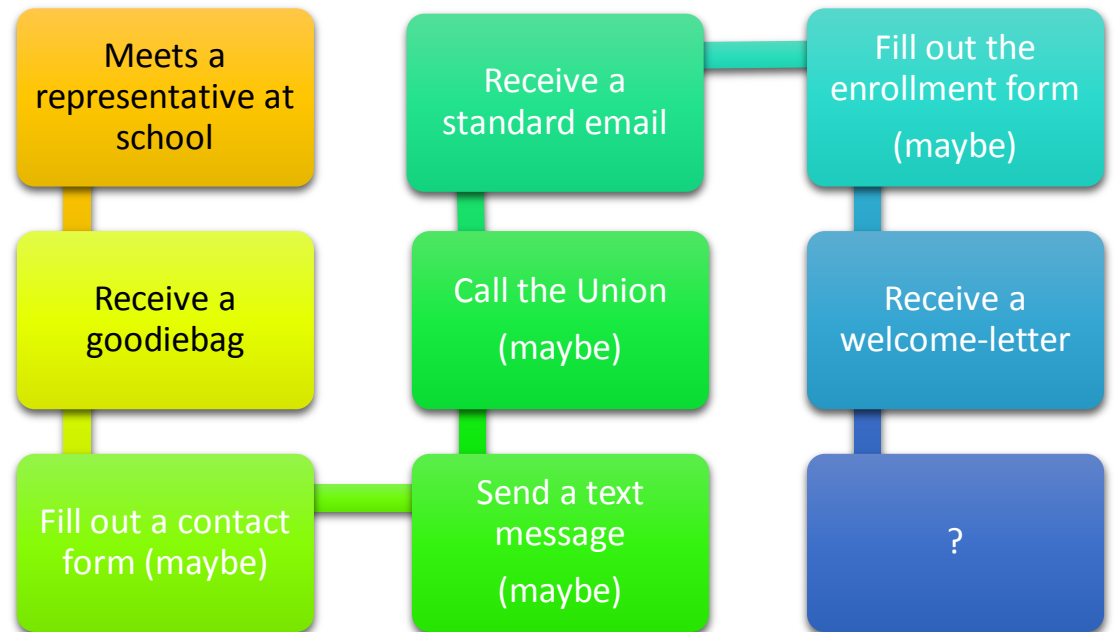


# Step 6: Review your communication

- Who says what and to whom?
- What are your touchpoints with members and how do you communicate?

# Step 7: Coordinate touch-points

- How is the flow in to and out of the organisation?
- Do the Gemba-Walk – Walk the crime scene



## Step 8: Collect information on whys...

- Systematically collect information on why people join the Union
- Do the same on why people drop out
- They'll love to answer

# Our top reasons...

## **In**

1. DJ has been recommended by others
2. Opportunity for press card
3. Studying for DJs organization areas
4. Opportunity for cheap insurance
5. Works for DJs organization areas
6. Seeks job
7. Access to Copydan funds
8. Resigned the position of Chief
9. Want to receive the member magazine
10. Need advice on new employment

## **Out**

1. Economic reasons
2. Changed business
3. Lack of value of membership
4. Discontinued education
5. Travel abroad
6. Switched unions
7. Has become Chief
8. Retired
9. Unsatisfied with service

# Step 9: Make recruitment public property

- Get all levels of the organization to think and act on recruitment
- Invite ideas
- Delegate tasks
- Ask every employee: how would you like to contribute?
- Involve + inform

# Step 10: evaluate, customize and renew

- Go back to step 1... Has anything changed? Do you still know your why, what and how?
- Where did you succeed?
- Where did you fail?
- Customize your strategy
- Take chances and experiment