

*Your organization must do three things each year to remain functional.*

### Recruitment & Retention of Members

**Recruitment is not enough.** A major factor to the lifeline of any organization is its membership.

Attracting new people to a group brings new ideas and provides longevity. However, recruitment is not enough; new members must be retained. Since experienced members provide continuity and leadership in a group, the healthy interaction of new and experienced members is vital to any organization.

**Actively involve members.** Too often groups fail to initiate sincere and consistent efforts to actively involve new members. Recruitment may be an annual group project. Retention is an ongoing process.

### Selection of Leadership

**Structure your selection process.** In most organizations, the selection of leaders is conducted through some formalized electoral process.

While elections are not required, some structure for determining leadership is necessary for an effective officer transition. The leaders of a group provide direction and encourage participation of all members. The selection of an effective leadership team is very important for an organization. Though the success or challenges a group experiences does not reside entirely with the leaders, they do play an influential role.

### Establishing Group Objectives

*Each year, it is necessary for the members of an organization to establish new group objectives. This function has two primary purposes:*

**Goals lead to involvement.** Obtain the maximum involvement of all members in the planning of the yearly program.

**Goals help avoid confusion.** All members should be aware of organizational objectives. Effective group dynamics is a key objective since it provides the foundation from which a group is capable of articulating and achieving other objectives.