



## CHAPTER THREE

# MEMBER RECRUITMENT

There are many different ways to recruit members into Drug Free Clubs of America. This chapter provides steps and options for your student officers, teachers, coaches, and administrators to recruit those members with some effective tactics.

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2. STUDENT OFFICERS
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## **STUDENT MEMBER RECRUITMENT**

The age-old saying, “All you have to do is ASK” has never been truer than in recruiting your members. On the following pages, we have separated the roles people play in your school to help them understand successful strategies we have used in the past to grow membership. If you get everyone in your school working together, you can expect great results for your enrollment. Please share these sections with each member of your team. If anything seems confusing or challenging at any time, please contact us so we can help you through the next steps.

One of the most impactful things about DFCA is that, by being offered the opportunity to become members, your students are about to decide on the future of their drug use. Making this choice now increases their chances of saying, “I can’t, I might get tested,” instead of giving in to a peer pressure situation.



## SCHOOL COORDINATOR

You serve many tasks as your schools DFCA Coordinator. Recruitment is one where you can get many folks involved with this phase, and it can be a fun operation to guide. The following pages will give better focus to others in your school who can help you with this important mission.

1. Have a target date for when you want the applications back and utilize an event as an incentive. Example: DFCA members get reduced or free tickets into a sporting event or dance if they have signed up by a certain date. If possible, plan a day out of school that can allow your DFCA members to celebrate their drug free lifestyle. This can drive your enrollment because, who doesn't want to get out of school? One school does a "Last Chance Dance & Dodgeball Tournament." They take a day in November or December and allow DFCA members to get out of class for a portion of the day to have a dodgeball tournament in the gym accompanied with some great music and dancing. There is no better way to influence membership than with positive reinforcement and some out-of-class time.
2. Engage the Officers, Teachers, and Administrators by asking them to help. We have created a one-page document for you to share with each of them to help make both your jobs easier. These can be found on the following four pages.
3. Speak about Drug Free Clubs of America during a teacher workday before the school year starts. Speaking for ten minutes to the entire school staff during a meeting can really set the tone for the year, especially with the support of School Administrators. Explain the program and open up the floor for questions. Touch on how Teachers and Coaches can really give a boost to enrollment and stress that their buy-in is KEY to your schools successful enrollment.
4. All applicants must enroll with signed applications, and tested before the end of December.



## **STUDENT OFFICERS**

***Help make a difference!***

Below we have outlined several ways to help you spread the word about DFCA to your classmates, and make this FUN!. Much of what you will be doing is explaining the program and feel free to use the FAQ section in Chapter One to understand items that your classmates might ask. Your In-School Rewards and Community Rewards are also great tools to be familiar with when sharing with your peers. Most teens want to be invited to be a part of the “cool thing,” and these rewards can give you that edge.

Here are some ideas, and feel free to get creative with your own:

1. Speak at a “meet the team night” for your fall sports, or back to school night. Tell your classmates why you have joined, or why you believe this will help them. Your stories can be powerful and a great way to open up additional conversations with your friends later.
2. Ask your friends to join, but also ask classmates in your school who you don’t know as well. Talking to people about DFCA can be a great way to make a new friend.
3. Speak during lunch and make your message similar to the “meet the team night”, or “back to school night”.
4. Speak to each grade level or class and help answer student questions. Explain upcoming in school rewards and planned events.
5. Target one week for all students who turn in their application to participate in daily morning rewards with treats like coffee, hot chocolate, donuts, yogurt, fruit, etc.
6. Have random drawings for school spirit wear.
7. Use in-school or community rewards to help advertise some of the cool perks of being in Drug Free Clubs of America.
8. Make flyers or posters to put up around the school advertising DFCA.
9. Start a recruiting challenge, such as which class can have the most members. What clubs or sports teams can get to 100%. Have a reward for those classes, clubs, or teams that achieve the highest enrollment or better yet make it to 100%.



## **TEACHERS**

### ***Help make a difference!***

Having direct contact with students every day gives you many opportunities to influence their decision to join DFCA. You always want to try and make this positive. Bring a message to them that you think this is a great opportunity. Showing how proud you are of them for signing up makes a strong statement.

1. Consider signing up for Drug Free Clubs of America yourself and take the initial drug test. What better way to show that you're committed to the program than by joining yourself? We only ask that adult faculty members do not take advantage of the community rewards. Ask your school's coordinator the associated cost of your membership fee?.
2. Target a current school activity or team, challenging them to get 100% of their members enrolled into DFCA. Maybe reward that group with a pizza party sponsored by a local business. It's a great way to grow your numbers, and create solidarity within an existing group.
3. Offer a perk in your class for anyone who joins. Maybe that's no homework on a given day or a special treat you bring just for them, such as doughnuts or candy.
4. Ask your students if they have applied to be a member of Drug Free Clubs of America.
5. Take time during the school year to ask who used their DFCA ID card over the weekend for one of your community rewards. Where did they go? What was the discount they received?



## **ATHLETIC DIRECTOR AND COACHES**

### ***Help make a difference!***

Very few people have more influence in school districts than the coaching staff. You are the ones putting in extra hours to make athletes better and putting it on the line while feeling the pressure of the wins and losses during the season. Making sure that your athletes are drug free, but also that they believe in it, is critical. DFCA is voluntary, and that student making the choice to live a drug free lifestyle makes a huge difference. This is a chance for your athletes to show good character, leadership and integrity. With Drug Free Clubs of America as a new tool in your coaching strategy, you hold the power to steer these young men and women to make the right choice easy. Keeping it positive and showing how proud you are of them is the key to their enrollment. Let's look at some ways you can help them.

1. Have a group meeting with your School's Coordinator and the other coaches in your school. This team meeting can help everyone understand the important role they have in protecting our youth from drug abuse.
2. Create a text or email chain to share information as a group of coaches as well as results of enrollment and always be striving for that important number of 100%. Challenge other teams in your school for an enrollment percentage competition!
3. Ask them why they think joining might be important? Get them talking in a group. Show them how important this decision is to you and how you believe it can change their future.
4. Schedule game nights where DFCA Members get in free to increase attendance. This can be great for Senior nights, or rivalry games.
5. Give DFCA members a few exercises off at the end of practice.
6. Let DFCA members out of picking up equipment at the end of the day.
7. Remind your team members on a consistent basis how important this is to you. These athletes believe in you, and your pride in them is very important to these teens. Keep up the positivity, and you'll have these teens thanking you for years to come.

# Drug Free Clubs OF AMERICA

## **ADMINISTRATORS**

***Help make a difference!***

As with many areas in your schools, you hold many of the cards to make things successful. Drug Free Clubs of America is no different, and people WILL be paying attention to your level of support. DFCA provides you with a chance to interact with students on a positive, rewarding level throughout the school year. Here are some ideas to think about as your school moves forward with your DFCA Chapter:

1. Make sure your school board understands DFCA, and they understand how important this is to you and your students. This group may be dealing with the budgetary items associated with your program, and we want you to have their full support.
2. Speak to your students and their parents during an open assembly about your belief in DFCA and welcome any ideas they have to make it the best club in the school. We have even seen superintendents offer to pay the enrollment fee for the first five students who joined or for those who could not afford to join.
3. Talk to your teachers during a staff meeting about how important DFCA is to you. Explain to them what an opportunity we have to make a very positive change in the lives of these teens with this program. The coordinator's binder has a handout for teachers.
4. Speak to your athletic director about DFCA and what influence their coaching staff can have on these teens' decision to join. As mentioned earlier in the coaches section, this is a very powerful and influential part of your school. These athletic leaders need to know you support DFCA and want to see this be a successful program. The coordinator's binder has a handout for coaches.
5. Talk to the students in the hallways about DFCA. What do they think? Have they joined yet? Congratulate them if they have joined and tell them how proud you are. Find out why they have not joined. What can you do to make the club better?



## **COUNSELORS**

***Help make a difference!***

Having direct contact with students individually or in a small group setting gives you unique opportunities to influence their decision to join DFCA. Whether it be an individual meeting where you are talking about post-graduation plans, or a small group such as a meeting of students of divorced parents, the opportunity to explain how membership in DFCA can set them on the path for success is available.

1. Drug Free Clubs of America is a great tool for students in planning their post-graduation paths. Enrollment into DFCA shows maturity and willingness to go above and beyond to be successful. Colleges/Universities and Military/Workforce are all looking for those who can pass a drug test.
2. Encourage students looking for employment to join. Students probably don't understand the challenges that many of today's business owners are having to hire employees who can pass a drug test. Showing their DFCA photo ID card is a way they can give themselves an edge in the hiring process.
3. New students encounter many challenges in trying to find their place. Introducing DFCA can be a safety net for them personally and it's a way for them to begin socializing with other students.
4. If you have a small group that you counsel, consider having them all joining DFCA together. This healthy choice can be a bonding experience that strengthens their bond.
5. Everyone is eligible! Being included in school can be a challenging task for some students. Since DFCA is completely voluntary, it creates the perfect opportunity for many students to be included with students they don't normally socialize with.
6. DFCA can instill the confidence for students to say "I can't, I might get tested" as a way to give them strength in a tough situation. This is a great tool for students you are counseling for things such as making unhealthy choices or tough family situations.