

How to Reconstruct Your Organization!

Worried that your organization's presence on campus is diminishing? Well there's no need to worry. Luckily even making the slightest of changes can help your organization reestablish itself and get back to achieving its mission at UGA! One of the UGA Without Borders' executive members said recently, "It's so much easier to run a large club because everything's already set in place. When you're managing a small club, you have to tend to and develop each individual aspect of the club to build it from the ground up. That's what makes the task so difficult and the end result such an accomplishment." So with the hopes of helping your team reconstruct your organization we have compiled this list of useful tips!

1) Reinvention

- ✓ The best time to reinvent your organization is when your club's membership rates and presence on campus are low.
- ✓ It may not feel like the best place to be but it is a great opportunity to make some needed changes!
- ✓ Now is the time to ask yourselves the hard questions. Such as: Why your membership rates are low? Or why your club may not be as popular as it used to be? And what can you do to solve those problems?
- ✓ Take risks! Now is the time to make changes to your organization that may otherwise have been more difficult if your club had been well established with several members. Making changes to a small club is less stressful and less structurally upsetting.
- ✓ Attempt to make positive amendments or changes to your organization's constitution, implement fresh ideas, shift or add new exec positions, tweak and perfect your club's mission, create a new logo and club slogan, etc. (Be sure to get them approved!)
- ✓ Get rid of club aspects that no longer seem necessary or helpful.
- ✓ Take advantage of the wonderful opportunity to transform your organization into the club you always imagined it could be!!!

2) General Club Organization

- ✓ Get and stay organized! Compile all club info/records into a binder or online drive for future reference. This includes contact information, up to date budget logs, accounts & passwords, past events and important processes. These records can be passed on through the years to help executive boards that follow. Remember to keep membership rosters up to date as well. Having a well organized organization is very impressive to prospective members.
- ✓ Ask questions! If you are ever confused or have a question/ concern involving registered

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student organizations, reach out to the appropriate offices for answers such as the Syudent Involvement Network. If you have questions regarding budgets or financial accounts reach out to ServeUGA or the Tate Business Office. If you are in need of additional funding, reach out to the Student Government Association to ask for a Small Club Allocation.

- ✓ The best foundation for a club is a strong executive board. Having a full and strong executive board is therefore essential. Leave no position unfilled!
- ✓ Each executive member has something unique to add to an organization and should feel free to offer new and interesting ideas to help the club improve (Communication is Key!).
- ✓ Be sure that each executive member understands and is passionate about the club's mission. Fulfilling club duties shouldn't feel like a chore. People perform their best when they are working towards a goal they believe in.
- ✓ Be sure each executive member understands their executive title and duties. Each executive member should do their part to ensure that the club and board functions smoothly.
- ✓ Executive Position Duties and Responsibilities Resource: <https://www.bcitsa.ca/wp-content/uploads/2017/08/Clubs-Executive-Positions-and-Descriptions.pdf>

3) Grow Your Presence on Campus and Gain New Members

- ✓ Social Media is one of the most useful platforms for building an organization's presence on campus. Stay active and positive!
- ✓ Post photos of executive members and highlight the strengths and qualities they bring to the organization.
- ✓ Post photos of past events that were shining moments for your organization.
- ✓ Post relevant information that serves as the driving force of your organization.
- ✓ Announce general body meetings and club events in a timely fashion. Don't wait until the last minute!
- ✓ Develop an interesting way to hold the attention of potential members. For example, our club decided to develop a "club newspaper" called *Without Borders Weekly*, that will focus on our clubs three pillars of Healthcare, Education, and Poverty. We intend to post a column once a week to grab the attention of our members and showcase our club's unique voice.
- ✓ Post flyers around campus and host tabling events to attract new members and build your club's listserv and reach. Offering small incentives can really draw in a crowd. For example, UGA Without Borders recently held a rather successful "Hot Chocolate For Your Email" Tabling event at Tate. Don't be afraid to give an event like this a try!
- ✓ Create and release polls to gauge the interests of prospective members and obtain feedback on what events the general body would like for your organization to do next.

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- ✓ Make use of each social media platform. This includes your organization's website, instagram, facebook, twitter, and numerous listervs. Don't be afraid to ask relevant professors to help spread the word about your club's events.
- ✓ Lastly, try partnering with other organizations on campus to help boost your club's reputation and base.

4) Retain Members

- ✓ Keep your members coming back!
- ✓ Offer ways to foster community within your organization. A club is the most impactful when its members unite under a common goal. It will keep them devoted.
- ✓ Give each general body member the chance to offer ideas and ways to improve the club. Constructive criticism is a good thing! It will give each member a deeper sense of connection to the organization.
- ✓ Make your general body meetings fun and interesting! Incorporate ice breakers, games, visual aids, music, or activities that serve to boost and accomplish your organization's current goals, drives, and events.
- ✓ Give general body members more responsibility to encourage more involvement. Our organization decided to develop committees that general body members could serve on.
- ✓ Design and Purchase club t-shirts! This will make your organization feel and look like a team and provide extra publicity when worn around campus (stickers and buttons are great as well!).
- ✓ You can also keep general members interested and active in the club by hosting club t-shirt design contests and offering small rewards/ incentives for active club participation.

5) Never Stop Improving

- ✓ There are always ways to improve! The more you continue to improve as an organization, the more likely it is for your club to become a success. Remember to listen to feedback, push your limits, think outside the box, hold-fast to your organization's mission and always strive for excellence! If so, there are no limits your club cannot exceed!

Good Luck!!!