



IAN Recruiting & Retention Guide 2023

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Introduction

Welcome to the Recruiting and Retention Guide for the IAN service of TRMN. As members of this organization, we all share a passion for science fiction and the camaraderie that comes with being part of a community of like-minded individuals. The TRMN is a place where we can come together to celebrate our shared interests, form lasting friendships, and have a great time participating in a variety of activities and events. However, for any organization to thrive and grow, it's important to have a strong recruitment and retention strategy in place. This guide is designed to provide practical tips and insights for members who want to help recruit new members and keep existing ones engaged and involved. Whether you're an introvert or an extrovert, there's something here for everyone. So, let's get started and make the TRMN an even better place to be!

Recruiting

As a member of a science fiction fan organization, you probably know how great it is to be part of a community of like-minded people who share your interests. But how do you talk to others about joining your organization? Here are some tips:

1. **Start with your passion:** When talking to people about your organization, start by sharing your passion for science fiction and why you love being part of the group. This will help the other person understand why the organization is important to you and why they might want to join.
2. **Be approachable:** Make sure to be approachable and friendly when talking to people about your organization. Smile, make eye contact, and be open to answering any questions they may have.
3. **Explain the benefits:** Highlight the benefits of joining your organization, such as the opportunity to attend fun events, connect with other fans, and learn more about science fiction. Make sure to tailor your explanation to the interests of the person you're talking to.
4. **Provide details:** Provide details about upcoming events and how they can get involved. Be specific about what the organization does and how it operates. This will help the person understand what they're getting into and feel more confident about joining.
5. **Invite them to an event:** If possible, invite the person to an upcoming event so they can see for themselves what the organization is all about. This is a great way to introduce them to the community and help them feel welcomed.

6. Follow up: After the conversation, follow up with the person to see if they have any questions or concerns. This will show that you're genuinely interested in them joining the organization and can help address any potential barriers to joining.

Remember, talking to people about joining your organization is all about sharing your passion and enthusiasm for science fiction and the community that your organization has built. By being approachable, providing details, and inviting them to events, you can help others see why joining your organization is a great idea.

Starting the Conversation

Approaching strangers to discuss a science fiction fan organization can be a daunting task. The idea of starting a conversation with someone you don't know can make you feel anxious and uncomfortable. However, there are ways to make this process easier and more comfortable. In this paper, we will discuss some strategies and tips for approaching strangers to discuss the science fiction fan organization.

First and foremost, it's important to remember that you don't have to be an extrovert to successfully approach strangers. In fact, introverts can be just as effective in engaging others in conversation. The key is to find a way to approach people that feels authentic and comfortable for you.

One effective strategy is to ask questions. People love to talk about themselves and their interests. Asking the other person about their favorite science fiction book or movie can help create a connection and make them feel more comfortable. This can also give you an opportunity to share your own passion and enthusiasm for science fiction.

When you approach someone, try to be genuine and authentic. Smile, make eye contact, and use open body language. Avoid using rehearsed lines or scripts, as they can come across as inauthentic and insincere. Instead, be present in the moment and engage in a natural conversation.

It's also important to be respectful of the other person's time and boundaries. Start by asking if they have a moment to chat and be prepared to respect their decision if they decline. If they're open to talking, keep the conversation brief and focused on the most important points. Try to be concise and avoid rambling, as this can make the other person feel overwhelmed or disinterested.

Another effective strategy is to start by finding common ground. Look for people who are already engaged in activities or environments related to science fiction. This could be at a

bookstore, comic book store, or a sci-fi convention. Approaching someone who is already interested in science fiction is much easier than approaching a complete stranger.

When discussing the science fiction fan organization, focus on the benefits of membership and how it has helped you connect with other fans. Share your own personal experiences and stories. This can make the conversation feel more authentic and less like a sales pitch.

Finally, it's important to remember that not every conversation will lead to a new member. Rejection is a natural part of the process, and it's important to not take it personally. Instead, focus on the connections you do make and the conversations you have. Over time, you may find that some of those connections turn into new members or even close friends.

In conclusion, approaching strangers to discuss the science fiction fan organization can be a challenging but rewarding experience. By finding common ground, being authentic and respectful, asking questions, and focusing on the benefits of membership, introverts can be just as effective in engaging others in conversation. Remember to be patient and persistent, and don't be afraid to step outside of your comfort zone.

Goals

Here are some things to keep in mind about why we recruit and what we hope to achieve when do so:

1. Increase membership: The primary goal of a recruiting event is likely to be to attract new members to TRMN. Therefore, a goal would be to increase the number of people who join TRMN as a result of the event.
2. Expand reach: TRMN may want to expand its reach by attracting people who may not have been familiar with the organization before, such as people who are new to science fiction or who are not yet involved in fan organizations.
3. Diversify membership: TRMN may want to diversify its membership by attracting people of different ages, genders, races, ethnicities, and backgrounds to the organization. A goal would be to increase the representation of underrepresented groups within TRMN.
4. Enhance engagement: TRMN may want to enhance engagement among its members by offering exciting events, activities, and opportunities for members to connect with each other. A goal would be to increase member satisfaction and retention within the organization.

5. Increase volunteer participation: TRMN may rely heavily on volunteers to run events and carry out various tasks within the organization. A goal would be to attract more volunteers who are willing to dedicate their time and skills to support TRMN's mission and goals.

Please keep all of these goals in mind when recruiting. Just increasing our numbers does not mean we are improving the organization. We need to try to meet all of these goals to truly strengthen and improve TRMN in the future.

Retention

Fan organizations are a great way to connect with like-minded individuals who share your passion for a specific interest. As a member of a fan organization, you play a crucial role in retaining membership within the organization. Here are five ways/reasons that any member can help the TRMN retain active members:

Fellowship: One of the primary reasons people join fan organizations is for the sense of fellowship and camaraderie. As a member, you can help retain membership by fostering a welcoming and inclusive environment. Attend meetings, events, and activities regularly and make an effort to get to know your fellow members. Be open to new members and make an effort to introduce them to others within the organization. Encourage participation and create opportunities for members to engage with each other.

Friends: Along with fellowship, many people join fan organizations to make friends. Simply making new friends can help retain and create active members. Reach out to others within the organization and make an effort to form genuine connections. Remember birthdays, offer support during difficult times, and celebrate each other's successes. By forming strong friendships within the organization, you create a sense of belonging that makes members more likely to stay involved.

A role with the family: People need to find value in joining a fan organization. Members can help retain membership by creating value for members. One way to do this is by creating a sense of family within the organization. Offer support, encouragement, and mentorship to newer or less experienced members. Be willing to lend a helping hand, provide guidance, or share your own experiences. By making members feel like part of a larger family, you create a sense of loyalty and commitment that encourages continued involvement.

A role with the community: Another way to create value for members is by helping them find a role within the broader community. You can help retain membership by promoting the organization and its mission within the community. Attend community events, participate in local festivals or conventions, and seek opportunities to share your passion with others. By

demonstrating the positive impact the organization has on the community, you create a sense of pride and purpose that encourages members to remain involved.

A chance to be a leader: Finally, many people join fan organizations to gain leadership experience or develop new skills. We need to remember that we can help retain membership by creating opportunities for members to take on new leadership roles. So, encourage members to run for office, volunteer for positions, or organize events. Be willing to mentor and support newer or less experienced members who are interested in taking on leadership roles. By providing opportunities for members to grow and develop within the organization, you create a sense of investment and ownership that encourages continued involvement.

In conclusion, as a member of the TRMN, you play an important role in retaining membership within the organization. By fostering fellowship, forming friendships, creating a sense of family and community, and providing opportunities for leadership and growth, you can help ensure that members remain involved and committed to the organization. Remember that each member has the power to make a difference, and by working together, you can create a vibrant and thriving fan organization that continues to grow and evolve over time.

Things to Watch Out For

Fan organizations are a great way for people to connect with others who share their passion for a particular interest. However, sometimes members decide to quit the organization. One way to think about why people quit (or just ignore the organization) is by using what is called the Hierarchy of Quitting. The process begins at the top and will gradually work down the steps until they will no longer have anything to do with the organization. Remember, this is not a single event, but a member can enter the hierarchy over and over many times over the span of their membership. Think about your relationship with the TRMN and may have led to your thoughts of quitting.

Hierarchy of Quitting

1. **Lack of communication:** Communication is key to the success of any organization. When members feel like they are out of the loop or not being informed about important decisions, they may feel disconnected from the organization. If communication is lacking or inconsistent, members may feel like they are not valued or that their opinions don't matter. As a result, they may lose interest in the organization and start asking more questions.
2. **Lack of a sense of belonging:** A sense of belonging is essential to a successful fan organization. When members feel like they don't fit in or aren't welcomed, they may feel isolated or excluded. If the organization doesn't make an effort to create a sense of

community, members may not feel like they have a place within the group. This can lead to feelings of disengagement and further down the steps.

3. **Lack of feeling valued:** Members want to feel like they are contributing to the organization and making a difference. When they feel like their contributions are not appreciated or recognized, they may feel unimportant or undervalued. If the organization does not make an effort to recognize and acknowledge members' efforts, members may feel like their time and energy is not being well-spent.
4. **Lack of consistency:** Consistency is important in maintaining an engaged membership. When the organization's leadership or activities are inconsistent, members may become frustrated or disengaged. If events are frequently canceled or poorly organized, members may feel like their time is being wasted. If the leadership changes frequently or if the organization's goals are unclear, members may feel like they don't know what they are working towards, leading to the final step.
5. **Lack of trust:** Trust is a vital component of any successful organization. If members don't trust the leadership or feel like their concerns are not being heard, they may feel disillusioned and lose faith in the organization. If the organization is not transparent about its decisions or if members feel like their feedback is not being taken seriously, they may feel like the organization is not acting in their best interests. This can lead to a breakdown in trust and ultimately, members quitting the organization.

Members quit fan organizations for a variety of reasons. But it generally is caused by a chain of events. By addressing these things, we can halt and reverse the series and prevent members from quitting or just simply going inactive.

Non-Convention Events and Activities

The key to event planning is that every event/activity does not have to involve everyone. The goal is to diversify the activities so that everyone can find something that interests them. Many small group activities are better and more effective than a couple large events. And when planning an event, communicate often, be transparent about the process and listen to what other members have to say about the plan.

Here are some ideas:

Book clubs	Movie nights
Movie screenings	Ballroom dance classes
TV show marathons	Go to a theater productions
Board game nights	Anime viewing parties
Role-playing games	Manga book clubs
Escape rooms	Japanese language classes
Trivia nights	Japanese culture workshops
Potluck Meal	Karaoke nights
Cooking Class	J-pop dance classes
Group Backing	Japanese food tasting events
Writing workshops	Anime voice actor Q&A sessions
Art classes	Martial arts classes
Costume making workshops	Go to a film festival
Gaming tournaments	Japanese craft workshops
Virtual reality experiences	Gaming console tournaments
Podcast recording sessions	Video game development
Fan fiction readings	workshops/discussion group
Q&A sessions with authors or filmmakers	Board game design workshops/discussion
Guest speaker events	group
Field trips to science museums	Science fiction reading circles for children
Visits to comic book stores	Science fiction writing workshops/support
Fan art exhibitions	group
Science fiction writing contests	
Debate clubs	
Creative writing workshops	
Science fiction poetry readings	
Comic book making workshops	
Action figure collecting groups	
Virtual reality game nights	
Live-action role-playing games	
Board game design workshops	
Comic book art classes	
Fan film screenings	
Science fiction film festivals	
Fantasy book clubs	
Magic the Gathering tournaments	
Dungeons & Dragons games or other RPGs	
Star Trek or Star Wars trivia contests	
Steampunk crafting workshops	