

VP of Membership – Role-Specific Prompts

1. You are the VP of Membership for TAC, and the club currently has 120 active members. Leadership would like to increase membership to 150 students by the end of the semester.

Using this information, please:

- a. Describe specific strategies you would implement to recruit new members, including outreach to accounting classes, marketing efforts, and events.
 - b. Write a short recruitment pitch you could use when speaking to students who are unsure whether to join the Accounting Club.
 - c. Explain how you would track recruitment efforts and measure whether your strategies are working.
2. You are given 5 minutes at the beginning of an introductory accounting class to recruit new members for TAC.

Please describe:

- a. Your recruitment pitch and the key points you would emphasize to students.
 - b. Why joining TAC would benefit accounting students, especially those seeking internships or full-time positions.
 - c. How you would encourage students to take immediate action and sign up for membership.
3. TAC leadership wants to reach more freshmen and sophomore students, but many younger students believe the Accounting Club is only useful when they begin recruiting for internships.

Describe how you would address this issue, including:

- a. How you would communicate the value of joining TAC early.
- b. Events or programs that would specifically appeal to younger students.
- c. How you might collaborate with professors, advisors, or other organizations to increase awareness of TAC.