

PCC Recruiting Ideas/Strategies

Recruit from all industries that make up the business mail community, ensuring a balanced board. Include a balanced mix of mail owners and vendors.

When considering new board members make sure:

They can commit the time.

They are interested for right reasons.

That they get something back and well as what they give.

PCC Executive Board Members recruit either customers or other known mailers based on their knowledge of the potential skill sets and or ideas that they would bring to the Board.

During PCC events whether they are lunch and learns and or educational or tours survey attendees asking for feedback on the event and also if they are interested in joining the board.

BMEU and or BSN reaches out to customers based on known mailers in the area and contacts them to let them know of the benefits of being on the board and what it entails.

PCC could do a mailing to known mailers in the area again stating benefits of being a part of the PCC Board and then someone from current PCC Executive Board follows up with a phone call.