

Recruit Members for Your Survival Group

By Joseph Parish

Prior to organizing your survival group, you must give careful thought to establishing a viable platform from which others can judge the value of your group. After you have completed this phase of your organization you will want to advertise what your plans are and seek out similar minded individuals to follow your course of actions. Typical of this method is by use of a web site or a blog.

Generally, those people who come to your site are checking you out to see if what you say coincides with their beliefs. These prospective members stop by your site for only a brief period of time and will not come back if they feel that you have failed them. These people tend to make snap decisions on whether they will return and especially if they will join your group or not.

In order to motivate these visitors into joining forces with you, you will need to focus upon why they should join your group. Why should they care about you and your group? What benefit is there for them to join up with you? In response to this concern you will want the people to feel motivated into participating in an adventure that is greater than what they can do for themselves. You must concentrate upon showing them the connection between you and them. You want your "Join Me" sign to be part of their daily activities. This is the kind of message that can literally move mountains. This type of inspiration originates from providing the visitor with a product or service that not merely offers value but can not easily be obtained elsewhere.

Our particular tool to accomplish this task is our in person training program. In the past three or four years we have developed an assortment of "Meet-ups" to instruct members and potential members with valuable skills needed when the SHTF. Past meet-ups included food storage on a budget, your legal right to defend yourself, home bread making, dehydrating meats and fish, hygiene and sanitation under survival conditions and a host of other useful classes. The key to these training sessions is to develop a skill that the member would find useful to their survival in a disastrous situation.

You will need to be very careful about the prospects which you consider for your group. Ensure you are accepting the right people with high moral and ethical standards. Every applicant for group membership is not a viable candidate and they may not truly think as you do. Some of these recruits can be poor matches to your lifestyle and may in fact be detrimental to the group as a whole. The selection of the wrong people for your group could bring you and your survival group down rather quickly.

Another thought that you may wish to consider is just who are you attempting to reach in your efforts? In survival one size does not fit all. Your target audience should be dedicated preppers and survivalists that have similar mindsets as you have. If you are advocating the legal carrying of cancelled weapons you would not want a liberal who supports major gun control legislation. It is vital to know that your membership will define

your goals as a group. When selecting prospective members consider informing them as to what you are looking for in members. In addition, find out what the prospects are seeking as well. Nothing is worse than incompatible groups of people. With careful thought and consideration your survival group can prosper and gain in skills and expertise. Good luck.