

3 - Recruitment

In this section, we consider a few key areas:

Freshers fairs,
first meetings
and improving your publicity.

FRESHERS FAIR

Freshers Fair is a great way to recruit new members and also to raise your profile on campus. As Freshers Fair is so hectic, it's easy to get overwhelmed by it but remember **your aim is to get people's contact details and encourage them to come along to your first meeting!**

Beforehand

The more you can prepare in advance, the better...enlist some of your friends to help you:

- ◆ **Book the stall well in advance** - note that your Student's Union may have rules about whether you can give out free food etc.
- ◆ **We will send you a Fresher's Fair box** containing flyers, posters and other materials.
- ◆ **Plan a follow up event for Fresher's week-** (or the following week - you may get a better response). Make sure it doesn't clash with large Student's Union events, e.g. the Freshers Ball! Make it informal and remember to collect e-mail addresses for everyone that turns up.
- ◆ **Organise a rota** of people to help on the stall. Try not to have one person manning the stall for too long. You'll need at least two people on the stall at one time! – Ask your friends to help out!
- ◆ **If you have time, draw up a timetable of events for the term** to hand out and
- ◆ **Gather together the materials** for your stall a few days in advance (see below).

On The Day

- ◆ **Make sure that your stall is colourful and eye catching** - use photos, balloons, banners etc and take blu-tac/ drawing pins to attach them! Put fabric on the table and use all available space!
- ◆ **Be pro-active** - don't wait for people to talk to you - ask them if they've heard of the Stop Aids Campaign or would like to sign a postcard to help Stop Aids?
- ◆ **Give people a quick introduction to the campaign** and to your group. Be enthusiastic!!
- ◆ **If you can tell people want to grab information and run** - give them a flyer and take their email address and name if you can.
- ◆ **If people have awkward questions**, don't let it throw you. Refer them to the website or the office!
- ◆ **Mention the Speaker Tour** – this shows you have definite plans for the term!

Follow-Up

- ◆ **Follow up with an email** to all those who signed up for more information- save them as a mailing list, so it will be easy to send out future emails! For advice on how to write inspiring emails see [Using Email](#).

◆ YOUR FIRST MEETING

- ◆ Once you've got lots of people aware about your group, you need to keep up the momentum with your first meeting. Preparation is important as the meeting will play a big part in whether people decide to get involved with your group!
- ◆ ***HINT*** Make sure you've booked the room you're going to use in advance (if you need to). See if you can book the room all year if you're going to have regular meetings at the same time each week - the best place for your first meeting may even be the pub!
- ◆ **Decide on the format of the meeting and what you are going to discuss.**
- ◆ **Encourage everyone to get involved** - it helps if you break the group into smaller groups to discuss people's interests and different aspects of the campaign.
- ◆ **Have drinks and biscuits available** as people arrive and lay out some campaign materials.
- ◆ **Use icebreakers** and make sure everyone introduces themselves!
- ◆ **Explain what your group does and why** – mention your socials too!
- ◆ **Ask people why they are interested in getting involved** –and what events and actions the group should plan for the term.
- ◆ **Have a sign up sheet to collect contact details** so you can add people to your email list.
- ◆ **At the end of the meeting, sum up what's been agreed**, mention the date and time of the next meeting!
- ◆ **Finish with a social!** (Don't let the meeting last for more than about an hour!) People will be more motivated to get involved if they sense they can meet like-minded people and have some fun!

◆ IMPROVING YOUR PUBLICITY

- ◆ On-going publicity is very important to boost the numbers of people who attend meetings and encourage people to attend events and actions!
- ◆ **Actions and events-** it's worth having lots of extra publicity for these!
- ◆ **Use lots of different ways to advertise yourselves on campus** such as posters, stalls, newspaper articles, T-shirts, badges etc- people will recognise your name and what it stands for.
- ◆ **Work with other groups** to increase your publicity! (see page 7)
- ◆ **Send regular emails** updating everyone on your list on upcoming events and recent achievements. They need to know what's happening to be involved.