

RECRUITING & ADVERTISING TIPS

Recruiting and advertising should be a regular part of your activity on campus. For many people, your recruitment and advertisements will be the first impression they have of your group, so it's important to be effective. If you approach recruiting and advertising correctly, you will lend credibility to your organization and create a desire in people to join your movement on campus. This guide is intended to share some tips for effective recruitment and advertising.

Why should we recruit and advertise?

For many, this seems like a distraction from your mission to change hearts and save lives. However, recruiting and advertising is a critical piece in being able to fulfill your mission on campus. Recruiting is the sole means through which your group will grow, and advertising ensures that students will attend your meetings and events. Without these two important steps, your group will cease to reach other students and will eventually dwindle down.

When/Where/How

Recruit during the busiest hours on campus in order to reach the highest number of student. For most campuses, recruiting is most successful from 10am to 2pm, with the highest peak around the lunch hour. Advertising should be done in the morning hours, in order to reach the largest number of students before your flyers are torn down or covered up (this is not just a possibility, but a frequent occurrence for pro-life groups).

Recruiting should be done, ideally, outside near a busy building. Avoid places where other other groups typically recruit, as students will be accustomed to ignoring whoever is trying to engage them. Should you have to recruit inside, station yourself in a high traffic building (our favorite: student centers). Advertising should be done in approved spaces with high visibility. Hang your flyers in the busiest buildings, first.

To recruit, all you need is a clipboard, a pen, a signup sheet, and a smile. Advertising might require a little more planning, as you'll need flyers and other materials. Unique ideas for advertising include: posting flyers and stickers, writing your group's information on chalkboards, chalking the sidewalks, and dropping business cards around campus.

Know What You Will Say

Recruiting can be scary. It sometimes takes a few tries to ease into it, so don't worry: the awkwardness doesn't last forever! Our team finds comfort in knowing exactly what to say. Here is the script we use when clipboarding on campus:

You: “Excuse me, I’m recruiting for the pro-life group on campus and was wondering if you’d consider yourself pro-life (meaning: against abortion)?”

Pro-life response: “Awesome! Like I said, I’m recruiting for a pro-life group on campus and we’d love to be able to reach out to you to tell you some of our upcoming events and meetings. Would you mind getting just 1 or 2 emails a month from us?”

Pro-choice response: “Ok. Have a great day!”

Be friendly and get to know the pro-life students you encounter. Ask them why they are pro-life and make notes after they walk away. This will help you follow up with a personal message and make them feel welcomed and important. You will be surprised by how many people will get involved, simply because you asked them!

Ask Permission

Many schools require that you ask the Student Life Office (or similar office) for permission before recruiting or advertising. Protect Life Michigan always recommends respecting your school and following the necessary steps to share your message on campus. However, you should be aware that many requirements are unfair and unconstitutional. If you feel as if your school is ignoring you, putting unfair requirements on you, or not allowing you to share your message, please contact us immediately: director@protectlifemi.org or 517-589-0410. We work with a team of lawyers who will help make sure your rights are protected.

Engage Your Group

When recruiting and advertising, it is best to get as many group members as possible to help. Everyone in your group should get comfortable with recruiting and advertising. If you have a few people who are particularly outgoing, ask them to do the recruiting. Advertising is much less confrontational, so you can engage shy members of your group with this task.

Start Early

The most critical part of recruiting and advertising involves starting early. No one can come to your events or join your group if they don’t know you exist! Each year, freshman students are entering your school. These are the perfect recruits! Freshmen are eager to get involved and haven’t been bogged down by other responsibilities yet. Your group will be most successful if you start the semester off with heavy recruitment and advertisement. Spend the first 2 weeks of campus trying to engage freshman and transfer students through recruitment fairs, tabling, clipboarding, and flyering. Kicking off the semester with a free pizza party is always a popular option, too!

In early summer, find out if your school has a recruitment fair and reserve a table to recruit from. If you are in a college group, this is the opportunity to reach hundreds - even thousands of

freshman! Check out our “Tabling Tips” resource for more information on how to gain the maximum number of recruits at these events.

Follow Up

Even after you’ve held a successful day of recruiting, the work isn’t over. It is important that you organize and save the information you’ve collected. Save the information to your email list and keep an electronic copy of the list, just in case you lose track of it. Make sure you reach out to new signups within 48 hours.

We recommend sending an email or making a phone call to each person individually. Tell them how great it was to meet them and that you are looking forward to having them get more involved with the group. Let them know, one more time, when the next meeting or event will be and that you hope to see them there. Be sure to motivate students by telling them what an impact your group is having on campus and how they can play a large role in changing hearts and saving lives.

If you had people approach you with questions that you couldn’t answer, now is your opportunity to do more research and email them more information. Let them know that you enjoyed talking with them and hope they will come to an upcoming event to learn more about your group.

Still have questions? Contact one of our experienced staff members for more coaching on effective tabling:

www.protectlifemi.org

info@protectlifemi.org

616-294-8348

www.protectlifemi.org