



YOUR GUIDE TO ACING THE FALL RECRUITMENT FAIR

There is never a better opportunity to grow your group than at your school's fall recruitment fair.

Why is this single event so important?

- Freshmen and transfer students are just arriving on campus and are looking for ways to get involved. You have the opportunity to reach these students before they are overcommitted in other groups.
- Students attend recruitment fairs for the sole purpose of finding new groups to join. Take advantage of their search!
- This is your opportunity to put your pro-life group on display and show your campus just how awesome it is to be a member of the group!

In order to have success at a recruitment fair, there are some important elements that your table needs to have. Don't miss your opportunity to recruit dozens or hundreds of students to get involved! Read these tips to ace your fall recruitment fair:

Start with the basics.

Every table needs a tablecloth, a banner, some picture frames, candy (we like to use Life Savers- how fitting), and a few smiling faces (ideally wearing your group's t-shirt). A successful table is all about branding, so try to use a theme, a color scheme, and other items that give your group a "brand".

Avoid having "too much of a good thing".

Don't overdo it. You don't need every piece of pro-life literature printed since 1973. Instead, focus on a few key pieces for the pro-choice, undecided, and pro-life students. Make sure that the pieces you use speak directly to the audience they are being handed to. They should be graphically pleasing, easy to read, nonreligious (when appropriate), and up to date. Can't find any materials that fit this criteria? Contact Kate and we'll get some in the mail: kate@protectlifemi.org.

Make your table 3D

Many groups don't stand out because they don't take the time to make their tables three dimensional. Try using several standing elements including baskets, propped frames, a bowl of candy, and a display board. These simple additions draw your eyes to this table from across the room.

Giveaways work!

Spend \$10 on a pro-life t-shirt (or ask PLMI for one) and do a raffle for it at your recruitment fair! This is the best way to get extra signups at your table. Here's how it works: Print a picture of the pro-life t-shirt you plan to give away with a headline that says "T-SHIRT GIVEAWAY". Frame this print out in a frame that can be propped up on your table. Make sure you print little strips of paper for people to write their name, email address, t-shirt size, and phone number on. Next to the frame, have a vase for students to put their information in to. Once you've chosen a winner, get online and order the t-shirt (this way, you know you're getting the shirt in the right size) or request PLMI to send one over. We have a big pile just waiting to be claimed! Your group may also consider giving away candy and stickers to students passing by.

Stop hiding!

Other than a lackluster table, the biggest problem we see at recruitment fairs are students who hide behind their tables. Don't make this mistake! Have at least 2 members standing in front of the table with big smiles on their faces and clipboards in their hands. If your goal is to connect with as many new students as possible, you'll have to be intentional about doing so.

Provide a next step

Unless you immediately place a "next step" in their mind, you'll likely never see the bulk of these new recruits again. We recommend providing each student with a flyer for an upcoming meeting and giving them a reason for why they just can't miss it (free food, casual atmosphere, great opportunity to meet the group). Be personable: smile, shake them hand, tell them you can't wait to see them at the meeting next week.

Follow up quickly

New recruits should get an email within 24 hours. The reality is that every group they signed up for will now be bombarding them with emails in the coming days and, somehow, your group needs to stand out. You'll be most successful if your follow up

comes before anyone else's. Continue to build the relationship: Aim to make the email personal, point them to your social media sites, and include a question increase their likelihood of responding to the email.

When it comes to acing your fall recruitment fair, Protect Life Michigan is here to serve. If you need any help making your table a success, contact us immediately so we can help you prep. We can provide free flyers, candy, a t-shirt giveaway, table theme ideas, and so much more. Contact us at kate@protectlifemi.org or 248-875-3852.

Now get out there and ACE your recruitment fair!