

Chapter Recruitment: A How-To Guide

Advertisement

- **Facebook.** Create a group or a page for your chapter! This is a great way to get people interested, and to invite many people at once. You can also create Facebook events for your meetings and info sessions. Invite as many people as possible to the event, then follow up individually with those who RSVP maybe or yes.
- **Flyers.** Post colorful flyers around your high school, college campus or community to advertise your meetings! Be sure to include the date, time and location of the meeting. Offering free pizza or snacks is another great way to get people to attend!
- **Announcements.** If your chapter is based in a high school or college, there are many avenues you can take to advertise your chapter. Many high schools have morning announcements – you can submit a brief write-up about your meeting, including the date, time and location, to be read on the morning announcements. Many colleges typically have an e-mail bulletin where you can submit an announcement about your meeting. You also may be able to advertise on the television screens in your student center – many schools run a daily presentation with announcements about clubs and activities.
- **E-mail.** This is especially useful when starting a chapter on a college campus. Departments typically have listservs they can forward announcements too, and many clubs will do so as well. Submit an announcement about your chapter to department listservs and clubs with a large membership base.
- **Twitter.** Create a Twitter account for your chapter – encourage people to follow the account, and use it to promote events and meetings! Many college clubs employ this strategy as an extra way to reach people.

Discussion

- **Youth Rights Survey.** One of the best ways to get people talking about the issues you want to cover is by asking them to fill out our youth rights survey. This will get people talking about youth rights and give you a feel for the issues people are interested in. There may be no interest in lowering the voting age, but people may want to oppose a policy in your school. You want to focus on the issues that have the most support in your area!
- **Word of Mouth.** Join other organizations and talk to people about youth rights issues! Connecting with people in other clubs is a great way to build support for your chapter. Talk to people you already know too, your friends are some of the best supporters you can recruit!
- **Personal Invites.** Direct contact with an individual is the best way to get him or her to attend your meeting! Ask individual folks what their plans are for the time of your meeting and invite them to come.
- **Follow-Up.** People need reminders! If someone expresses interest in attending, be sure to follow up and remind them about the meeting/event.

Partnerships

- **Collaborate With Student Groups.** Host an event and recruit other student groups to sponsor it! You can double or triple the number of attendees when you bring in members from other clubs. This is a great way to reach potential new members. Clubs like Students for Sensible Drug Policy, Student Government, Students for Liberty, and political organizations are a great place to start, but don't be afraid to reach out to as many groups as possible! You never know who will want to work with you to plan an event. (Salsa Dance for Youth Rights? Youth Rights and Martial Arts: Breaking the Boards of Corporal Punishment? You never know!)

