

THE CLUBS & ORGS FAIR

ATTRACTING NEW CLUB/ORG MEMBERS IN AN INCLUSIVE WAY

YOUR TABLE

What does your table look like? What is staged on and around it?

Is it plain with very little on it, or does it draw people in with, for example, poster boards, pictures, bright tablecloths, etc?

Do you have handouts?

Attendees will be engaging with dozens of clubs/orgs. How will yours stand out in their minds when they reflect on their experience at the fair? Think about unique handouts that will draw their continued engagement like flyers and custom merchandise.



Help them stay engaged

Ensure there's a way for prospective members to stay in the loop - offer a listserv or Google Group sign-up sheet.

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CLUB/ORG MEMBERS

How are you prepping tabling club/org members?

Are there specific talking points you want them to cover with everyone? Think about making a quick reference sheet.

How are they dressed?

How are they dressed? Are there things they could wear to signify they're a part of your club/org, like a t-shirt or other swag?

What is their body language?

Are they waving prospective members over, or just on their phone? Are they engaging with folks who come to the table in a friendly, welcoming, and respectful way?

Are they spending too much or too little time talking to specific individuals who come to the table?

They should be having meaningful, engaging conversations but also be aware of the line and keeping it moving so they can engage with as many prospective members as possible.

Where is their attention directed during lulls?

Are they actively looking to invite prospective members over to your table, or are they focused on talking with each other or folks from other clubs?

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WHAT NEW MEMBERS WANT TO KNOW

Your club/org's mission

When club meetings and events are typically held

Examples of things your club/org has done in the past

The more engaging you can make this, the better – use posters, photos, and/or video to illustrate your club's recent history!

What your club/org is planning

What things can prospective members look forward to in the coming academic year?

What the time commitment is

Think back to your first year – prospective members are trying to figure out not just their class schedule, but also their life schedule! The more accurate you can be with this, the better they'll know whether your club is a fit for them.

What personal costs may be expected of members

Keep in mind that a substantial portion of the Bates community receives financial aid – *any* cost associated with your club/org may be a barrier to prospective members.

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