



RECRUITMENT

TIPS, IDEAS AND SUGGESTIONS for getting visitors through the door

If you have any new tips, ideas or suggestions, please email them to the Development Officer.

These notes will be updated from time to time

Please also see the notes on "Retention"

These notes are not in any particular order.

ADVERTISING – GENERAL

- Advertising works best by repetition – for your advertising to work hardest you need to keep it up for a very long period.
- It is easier (and often more effective) to advertise a specific event, such as a taster course, than it is to advertise the ordinary meetings of a Speakers Club.
- Target your advertising. Decide what type of person you want to attract, for example those seeking help at work, students, the recently retired, those looking for a club to join Design your advertising to suit them and advertise where that particular target will see it.

ADVERTISING - POSTERS

- In order to stand out your posters need to be bold and simple – do not try to fit too much on, or over-complicate it with too many words, pictures or cartoons.

ADVERTISING – WHERE

- Small shops are often happy to display posters for local events and organisations. Try “flooding” your local high street or shopping centre with posters in the estate agents, the newsagents, the greengrocers, the bakers, the butchers.....
- Libraries often have “Club” notice boards where you can advertise. Many will also permit you to have a “display”.
- Local free magazines such as those advertising local traders can sometimes be persuaded to take an advertisement for free in order to improve their image and break up the paid adverts.

- Consider dropping leaflets through letterboxes on a housing estate or in the area local to the club meeting place.
- Advertise at work on the notice board, in colleges or universities, on public notice boards, at your meeting place.
- Advertise in free and other local newspapers, 'what's on' magazines.
- Make use of your Club website.
- Attend local community events.
- Give an interview on local radio.
- Attend the local Bridal Fair.
- Try targeting local businesses.
- Offer to speak at the local Rotary club.
- Local town halls / community centres may be happy to display a poster.
- Attend Fresher's week at the local University

ADVERTISING – ARTICLES IN NEWSPAPERS

- Use any free advertising available (the 'clubs and societies' section of your local free newspaper) to the maximum – remember, advertising works by repetition.
- Make your article short and succinct – perhaps choose one event as the basis (new president, poetry evening, visiting "dignitary", presentation of cup or certificate.....) and write a few words about it. Include a quote *"Fred said 'we invite anyone who is fearful of speaking in public to join us'"/ "Wish you had the confidence to speak in public? If so contact us"*. Include a photograph – your article is more likely to be published if there is one, and more likely to be read (most people skim local newspapers, reading only what attracts their eye – a photograph is more likely to attract them).
- Photographs should fit the size of the article so that they are both legible and attractive. Most 'clubs and societies' type pages will have very small articles and for them a head and shoulders shot of one or two people is most suitable (a group shot of all the members at the back of the room is both illegible and unattractive). Only use group shots where the photograph will be printed large enough to see everyone clearly.
- Send your article by email and include your photograph digitally.

ADVERTISING - PAID

- If you can afford to pay for advertising make sure that it is well targeted. Consider whether the people that you want to attract will actually read it.

SPECIAL EVENTS

- Special events, such as a taster course, are easier to advertise than the club in general and might attract people who would be too nervous to come to an 'ordinary' evening.
- Taster courses, demonstration evenings, debates, visiting speakers, competitions.

YOUR CONTACT DETAILS

- Give a name, telephone number and email address if you have one (some enquirers might use email rather than telephone because it is a little less personal). Consider including a website address where enquirers can find out more (use www.the-asc.org.uk if you do not have your own website).
- Make sure that your contact is available (including checking their email frequently if you gave their email address).
- Choose a friendly, open and upbeat contact person (not everyone is good at this!).

GETTING AN ENQUIRER TO TURN UP

- It is not easy to face turning up at your first Club evening. Try offering to collect newcomers from their home, meeting somewhere first ("*I'll see you in the bar*") or at the door so that they are welcomed by the person that they have already spoken with on the telephone.

TURNING VISITORS INTO MEMBERS (See "Retention" ideas list)

WEBSITES

- Not many potential visitors will find you from your website unless you advertise it first.
- Websites enable potential visitors to find out whether they like the idea of Speakers Clubs, and whether it is for them, without having to come along – think of them as a source of information. Websites enable you to say much more about yourselves than you could ever put on a poster or in an article. If you do not have your own website, refer your potential visitors to www.the-asc.org.uk.

ENTHUSIASM, ENTHUSIASM, ENTHUSIASM!

- There is no substitute for enthusiasm - it will inspire your recruitment campaign, motivate your fellow members, infect your first contact with potential visitors and inspire your visitors to stay!

Rosemary Harris - National Development Officer - October 2006