# **City University Recruitment Plan**

## We recommend that you use the following recruitment techniques if your university is city-based.

**Social Media**

* **Facebook event:** Create an info meeting FB event and invite everyone.
* **Competition:** “Share and invite 10 friends to be in with a chance of winning…..”
* **FB Cover photo/profile:** Change your FB pictures to your trip and info meeting
* **Snapchat:** Make your own Snapchat filter to advertise your info meeting
* **TV Screens:** Promote your info meeting on TV screens around campus and SU
* **Promo Video**: Make a funny promo video of your trip <https://youtu.be/v3AZBL8n-Co>

**Face-to-Face interaction**

* **Flyering:** Speaking to people and giving them a flyer is the best way to spread your message. Try before/after lectures, in halls letterboxes and through every door, at main University lobby areas, your SU, at fairs and on society stalls.
* **Door Knocking:** Go to every halls flat and speak to students living there.
* **Lecture Shout-Outs:** Give a short talk about your trip before a lecture starts

**Campus Events**

* **Volunteer/Sports/Societies Fairs:** You should promote your trip at every fair!

**Physical Material Promo**

* **Stand:** Decorate the stand you have for fairs to make it stand out!
* **Posters:** Put posters up in your main student areas
* **Stickers on coffee cups:** Put stickers on student coffee shops takeaway cups
* **Stamps:** Have fun stamping people on fairs and at club nights (within reason!)

**Freshers’ Week Events**

* **Club Nights:** Have students pose in photos with your trip mascot & share them

E.g. an elephant with a sign saying “kisses for Kilimanjaro” will have lots of interest!

* **Hall vs Hall events:** Ask the DJ to do shout-outs about your trip
* **Every Freshers’ Event:** Go to every freshers’ week event and make the trip known!

## **Top Tips**

* Have fun with it! You are giving students an amazing opportunity for a great cause
* Use your extended network to help promote your trip and invite to the event
* Use your RAG’s support, knowledge and resources – they know their stuff!