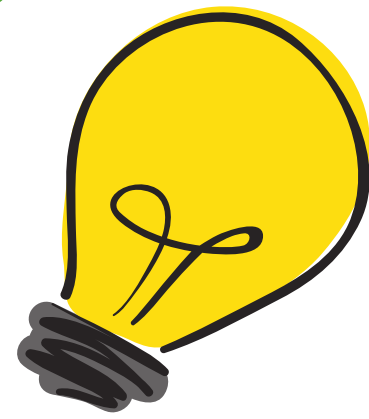


RECRUITING & SUSTAINING CLUB MEMBERS



bring
change
to mind

TIP 1: Befriend Teachers & Administrators



Set up a meeting with your school admin: A mental health club is so important right now! You are providing a resource to your school that admin will be so happy it exists on campus! Set up a meeting to tell them about the club and see how you might be best able to work together.



Self-care packages for staff: Although the club is for students, the intention is to get your entire school involved in mental health conversations. Teachers and staff don't always overlook topics like this because they don't care, but because they are busy maintaining their jobs. Creating self-care packages to leave in the teachers lounge will remind staff to prioritize themselves as much as they do their students. This can be an opportunity to promote BC2M and the club.



Ask about additional opportunities: Does your school create newsletters? Are teachers offering extra credit to join a club? Speak with some teachers to ask if there are ways that they can promote the clubs in their classrooms to their students.

TIP 2: Incentivize!



Free food & snacks: For your first meeting and/or event, promote some free pizza and snacks for new members to enjoy by utilizing some grant money.



Prizes!: Also using our grant money, feel free to attach prizes to event activities. Other options could include prizing the member with the most attendance to meetings and events, or prizing a member who has gone above and beyond to advocate for mental health.



TIP 3: Advertise Outside of the Box



Create custom BC2M bookmarks: Put them in the books in the library and at the front desk for students to take when they check out a book. Make sure to add your club's information on it.



Create posters & signs: Make sure to utilize space around campus. Post signs with positive messages in the bathroom that also promote your club. Ask teachers to put up posters in their classrooms. Get creative with where you place them!



Video Testimonial: Ask previous or current club members if they would be comfortable speaking about their experience with the club. You can film this and ask your school's news segment to showcase the video.

TIP 4: Don't Forget About Retention & Engagement



Recruitment is ALWAYS ongoing: Set aside a few days every 2 months to focus on recruiting new members and promote the club. Utilize your club members to help promote the club and host events.



Create a recruitment chair or committee: Delegating tasks are important in leadership. Elect a person or group of people to handle creating recruitment ideas and to execute them.



Establish a buddy system: Gathered new members a few months into the club? Have them buddy up with a member who has been around since the beginning. They can check in with them if they have any questions about the club. This can be a chance to encourage connection and retention.

Looking for ways to promote your club using social media? See next page for tips and tricks!