

CLUB FAIR TIPS

bring
change
to mind

Most schools have a Club Fair within the first month of the fall semester where clubs can advertise their existence and recruit members. This is a great opportunity for BC2M clubs to showcase how they promote inclusivity, provide fun experiences, and offer resources for lasting community change. Below are tips to make a big splash at your school's Club Day and attract many participants!

TIP #1: Club Kit Materials



Use the BC2M merchandise from your club kit to attract students with free giveaways while showcasing brand unity. Remember to display the BC2M banner that was provided to your club in its first year!

TIP #2: Create a Sign Up Sheet

Create a virtual member sign-up sheet, such as a Google Form. For bonus tech points, use a QR code! Encourage students to sign up for your club's Remind 101 or another communication platform. Be sure to share the date, time, and room number for your first meeting when people sign up to help them avoid scheduling conflicts with other clubs.

TIP #3: Share your "Why"



Explain to your peers WHY they should even care. Share some statistics to illustrate how these issues impact the whole community. Examples:

- 1 in 4 youth live with a diagnosable mental illness.
- 50% of lifetime mental illnesses begin before the age of 14 years old.



TIP #4: Highlight Resources

Highlight the resources that BC2M offers: an online portal full of activities & events, \$500 per year in grant funding, support from BC2M Staff Members, access to a free Headspace subscription, invitations to fun and engaging events, and leadership opportunities such as Teen Advisory Board.

TIP #5: Food!

Who doesn't love free food? Having food, candy or other treats at your table is a great way to draw people in. Bonus points if you come up with a creative pun related to the food you are offering. And yes, you can use your grant funds for this!



TIP #6: Make Your Table Engaging

- Throw it back to the elementary school science fair and create a tri-fold poster with information about BC2M
- Have an example activity on the table to show potential members what the club does and the impact they can have
- Decorate your table in a fun and eye-catching way!

TIP #7: Show a BC2M Promo Video

Show one of the BC2M videos as promos for the club. This is a great way to show potential members what BC2M is all about!

- Program Overview: [Video Link](#)
- Student Voices: [Video Link](#)