

RECRUITMENT TIPS & TRICKS

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.



Use School Resources: Make morning announcements or use the school newspaper or newsletter to spread the word about BC2M



Leverage Social Media: Promote events, share success stories, and post engaging content on platforms like Instagram, Twitter, and Facebook to attract new members.

TIP #4: Collaborate!



Club to Club: Partner with other clubs for joint events and cross-promotions to reach a broader audience and attract diverse members. Ex: BC2M & Art Club - create a mental health mural or BC2M & GSA - host a meeting to talk about LGBTQ+ Mental Health!



Counseling Department: Reach out to your school counselors to see if they could help promote BC2M. Set up posters in and around the office, create a mental health bulletin board, or host a "Cocoa with Counselors" event.