



## RECRUITMENT STRATEGIES

A strong, consistent, powerful movement needs committed leaders and students. Recruiting new, active members for SGAC is crucial to advancing our goal to end the HIV/AIDS pandemic. Below are different methods to mix and match in order to recruit successfully at your school and in your community.

**HOLD AN INFORMATIONAL SESSION:** Host a session to explain SGAC to interested students in order to get them hooked! If your school has an annual "activities fair" (where student organizations table to recruit students), make sure to pick a date that is no more than a week later. If you'd like, the informational session can be directly before your first real meeting of the year, so that new students immediately get a sense of what it's like to be in SGAC. Whatever your chapter chooses to do, definitely prepare (and practice!) a presentation beforehand. Talk about key pieces of the HIV/AIDS movement, the theory behind activism, and what SGAC is about. Be careful not to overwhelm them with information, and definitely follow up during the week after your meeting. It would be good to have a handout for them to take away from the meeting that synthesizes the information (especially for all those visual learners out there). Also emphasize that no question is a bad one. There is so much to learn and keep up with about SGAC's involvement and it takes a little, especially for new members, to be looped in so make sure to encourage questions! **(Note: having free food is a great way to attract people to your first meeting, then you can hook them into getting involved!)**

## SIGN UP TO TABLE AT YOUR SCHOOL'S

**ACTIVITIES FAIR:** Find out if your school has an activities fair, and sign up for a table. Brainstorm a few inspirational stories to tell students as they walk by. Emphasize the power that student activism can have to make big change for people living with HIV/AIDS. You can cite some of SGAC's successes, such as our role in the reauthorization of PEPFAR at \$48 billion in 2007, and in President Obama's World AIDS Day 2011 commitment to put 6 million people on treatment by 2013. Try to think about what convinced you to join SGAC. Make a colorful banner to hang from the front of your table and print out flyers about your informational meeting – and be sure to include the time, date, location, and who to contact with questions! Make sure to have a sign up list at your table to collect names, email addresses and phone numbers of anyone who is interested, and assign a club member to emailing people as soon as the activity fair is over. Try to do something to make yourselves stand out from the other clubs at the activities fair like wearing your Robin Hood Tax hats if you have them, wear all the same

color, anything to make yourselves memorable. Consider having a call-in at your table to get interested students involved in action right away. (Note: having free cupcakes or cookies for people who call their representative is a great way to get people to make calls and sign up!)

**HAND OUT FLYERS:** If you can occupy a public space – either a dining hall, or in front of a building that many students walk through, work in shifts to hand out flyers about your informational meeting. Leave flyers on the tables in the dining hall on campus.

**MAKE AN ANNOUNCEMENT AT THE STUDENT GOVERNMENT MEETING:** At some schools there is time during the Student Association/Student Government meetings for clubs to make announcements. Make a short announcement about when/where SGAC holds meetings and that you are always encouraging new people to join, even if you know nothing about HIV/AIDS.

**E-MAIL BLAST:** Send three sets of e-mails about your informational meeting: a week beforehand, 3 days beforehand, and the day of. We all gloss through e-mails, so it is definitely necessary to send out multiple rounds. Make sure to hit all the list-servs that your chapter's members are on, and ask friends to send to others. Keep an organized spreadsheet noting which members are in charge of each list-serv.

**POSTERING:** Hang up posters throughout your campus. It is very important to have a campus presence. If people see your posters repeatedly, they will be more likely to show up to your first meeting. Try to hang up posters in both public spaces and in individual dorms, if applicable.

**TALK TO YOUR FRIENDS:** Talk to friends who might be interested to persuade them about coming to your informational meeting. Follow up with them on the phone or in person. Try to get as many people as possible to your info session!

**MAKE A FACEBOOK GROUP:** Making a Facebook event for your first meeting and invite any of your friends that you think might be interested. It's a good reminder for people to see it on their screens as well as out around school.

**WRITE AN OP-ED IN YOUR SCHOOL PAPER:**

Shortly before the school year starts (or anytime throughout the year—the more often the better!) prepare a piece about global health and HIV/AIDS, why student involvement is so important, and how much power students have. At the end of it write about SGAC and how instrumental it is in the fight to end HIV/AIDS. Make sure to include the time, date, and location of the next SGAC meeting on your campus with the name and email of someone people can contact if they're interested.

**KEEP STUDENTS INVOLVED!:** Involve new students in planning for an action or event *right away*! Invite them to be in charge of a task for your first action, event, or meeting - like bringing food, making a flyer, or calling a legislator's office to set up a meeting. Aim to have an action or event every two weeks to keep interested students involved and excited!