

## WHAT'S THE POINT OF HAVING A SOCIETY WITH NO MEMBERS?

The way you promote your society will be a deciding factor in whether you are successful or not. You may be able to run compulsory events with your school's permission to fit in with the curriculum but it is likely you will need to attract and encourage your fellow pupils to attend your event. Your membership campaign needs to be continuous throughout the course of the academic year and should include the following elements:

- Class shout outs and word of mouth
- Social Media, such as Facebook, Twitter, Pinterest, blogging etc
- Some form of sign up stall, either at Societies Fair if your school runs one, or during the first few weeks of term.
- Stall/presence at Careers Fair [if your school has one]
- Regular stall outside the library, canteen or the 5<sup>th</sup>/6<sup>th</sup> Form Common Room
- Features in student media i.e. school newspaper/magazine, student radio, any plasma screens
- Poster and flyer campaigns around school
- In a school mail out email
- Joint ventures with other clubs and societies
- Updated website and e-mail shots (your site will be [http://\[yourschool\].brightfutures.co.uk](http://[yourschool].brightfutures.co.uk))
- Joint ventures with other events being hosted by the school and your teachers around employability
- Feature on your schools website

This list is by no means exhaustive. There are hundreds of ways to promote your society and you will probably find that some methods are more effective at your school than others. The key is to be innovative and consider as a team what kind of marketing works on you. You are your own target audience after all! So brainstorm all the avenues in which you find out about events and activities going on around school – Why do they work? What makes them so effective? How can you replicate this kind of activity, only better?

## Planning your membership campaign:

It is advisable to have a meeting during the summer term (or as early as possible) in order to brainstorm your ideas for your membership campaign. This doesn't have to be a formal meeting – you may well find that some of the best ideas will come out over a pizza! Don't just think about what you *should* do, but what you all personally wish to develop or get out of the society and start with that as a basis to your events.

## At this meeting you need to discuss and allocate some of the following tasks:

- Booking a stall at the Societies Fair or other events/places. Do you need special permission? Who at the School do you need to speak to? Do you need a power socket? Are you offering free food or drink?
- The design of the stall. What are you going to do to make our stall stand out from the rest? Posters? Flyers? Food? Freebies? Who is going to be responsible for making this happen?
- Is your website up to date? You will have your own Bright Futures website, make sure you are all trained to use it. It is also worth seeing who you need to speak to get a page on your School website.
- Can you get information about Bright Futures sent out to the pupils over the summer? Who do you need to speak to in order to find out more?
- How much are we going to charge our members, if anything? What will you need the money for? What will your members get for their money? Who can you speak to in order to find out more?
- Which companies do you want to invite to run events on campus? What kind of activities do you want to do with them? What is already being done in your school? Remember, a list of events is the most persuasive tool you can have to attract members.
- Who is responsible for liaising with the Bright Futures National Team? We will give you some promotional materials to use at your stall. You need to make sure that the Society Manager knows the date of your promotional activities along with an address to send anything to if you missed the Training Conference to collect it.
- By when? You should put a timeline together of when each of these tasks needs to be completed. A copy of this should be given to each member of the team so they are aware of their tasks and their deadlines as well as everyone else's!

Again, this is not a definite list of tasks to consider. You will have more and every school is different. Try to get everyone to come up with points of discussion and set an agenda. That way you won't digress too much during your meeting which means you will get more done in a shorter space of time.