

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

The way you market your society will be a deciding factor in whether you are successful or not. Your membership campaign needs to be continuous throughout the course of the academic year and should include the following elements:

- Stall at Fresher's Fair
- Stall/presence at Careers Fair
- Regular stall outside the library or the Students' Union
- Features in student media i.e. newspapers, magazines, radio, TV screens
- Social Media, such as Facebook, Twitter, Pinterest, blogging
- Poster and flyer campaigns across campus
- In the Students' Union mail out
- Joint ventures with other societies
- Updated website and e-mail shots (your site will be <http://www.brightfutures.co.uk/>)
- Lecture shouts and word of mouth
- Joint ventures with the Careers Service and other departments through relationship building

This list is by no means exhaustive. There are hundreds of ways to promote your society on campus and you will probably find that some methods are more effective at your university 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 campus – 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 very 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 few drinks or a take away! 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 the following tasks:

- Booking a stall at the Societies Fair (or other). Do you need a power socket? Are you offering free food or drink? Do you need special permission? Who at the Student's Union do you need to speak to?
- 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 and likely a page on the SU website.
- Booking a stall at the Careers Fair. Who runs the careers fair? Who is the right person to speak to about this? If you can't get a stall, can you feature any other way by providing staff and helping run the fair?
- Can you get information about Bright Futures sent out to the new Fresher's over the summer? Who do you need to speak to in order to find out more?
- Can you get information about Bright Futures included the Careers fair guide? Who is the right person to speak to about doing this?
- How much are you going to charge our members, if anything? What are the SU's regulations? Who can you speak to in order to find out more? What will you need the money for? What will your members get for their money?
- Which companies do you want to invite to run events on campus? Remember, a full term card (events list) is the most persuasive tool you can have at Fresher's or at a Careers Fair. Who is going to be responsible for putting the term card together?
- Who is responsible for liaising with the Bright Futures National Team? The National Team will send you some promotional materials to use at your stall. You need to make sure that the Society Manager knows the date of your Fresher's Fair and your Careers Fair, 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!