

RECRUITMENT BUSINESS CARD TIPS & USES

Networking is an important aspect of Recruitment and business cards are an important aspect of networking. Picture it: you're wearing your letters during lunch and the student in line behind you asks about them and says they've been looking to get involved. Sure, you can verbally tell them information, but will they remember it? That's where a business card comes in handy!



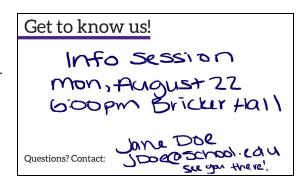


Choose.

We have provided you with three font designs and two back designs. You can mix and match to your pleasing or even choose to create your own front or back.

Customize.

The files are PDFs, however, they can be uploaded to Photoshop where you can create a new layer and add text. Be sure to put all pertinent information regarding your Recruitment Events! Another option is to write on them after printing or wait to write on them until you're about to hand it to someone. If you can't fit your whole Recruitment schedule on one side, focus on the next event coming up.



Print.

These cards are standard business card size and can be printed out at any office supply store with a print center. However, check and see if your school's print shop has the capability of printing them first!

Network.

Business cards should have a different strategy than flyers. They should be given on a personal level with a specific intent. Make sure everyone in your Chapter has at least 3-5 and encourage them to carry them at all times (remember, Recruitment is year-round!). Maybe even make it a challenge!