

RECRUITMENT FLYERS TIPS & USES

When you're tabling, it's great to have conversations with students interested in your organization, but you also need to have something that they can take with them. That is where flyers come in handy. We've provided a flyer for you to download (8.5x11 as well as half sheets), print out and customize with your Chapter's Recruitment information and contact information. Here are a few tips to best utilize these flyers.

Add a call to action.

It is very important that the flyer calls the recipient to some sort of action. It may be asking them to come to an information session or telling them to join your Chapter's Recruitment event page on Facebook. Whatever it is, make sure you include as much detail as possible (dates, times, locations, web addresses, etc).

Always have a pen.

Always make sure you have a pen in your back pocket so that you can write information on the back of the flyer if need be.

Be purposeful.

I'm sure you've seen it before... someone standing on campus handing out a flyer to everyone that walks by and they all end up in the trashcan. Be purposeful about who give a flyer to. Instead of forcing them on people, gauge (or build) their interest first and then hand them a flyer if appropriate.

Make it personal.

You are handing someone a flyer because you truly think that they embody the ideals of our Tripod and want them to come to your Recruitment event. Make sure they know that! Treat it like a private invitation and make the student feel special for having received one.

Want something small that you can carry around? Try our **Recruitment Business Cards!**

Want something with more detail to stuff in mailboxes? Try our **Recruitment Mailbox Stuffers!**

Want something more visual to hang around campus? Try our **Recruitment Posters!**

