



## RECRUITMENT POSTER TIPS & USES

Posters can be an effective promotional tool when created thoughtfully and distributed strategically. Well, we've taken care of one of those things (download the poster now!) and now we're going to give you some tips on how to best use posters.

### **Include a call to action.**

We've included a space on the poster (that's what that purple box is for in the bottom left) for you to put information regarding your Recruitment Events. If you can fit your whole Recruitment schedule, perfect! If not, focus on the most important events or the first events. You can hand write it in or print out labels and stick them on.

### **Location, location, location.**

While distributing the posters, ask yourself these questions

1. Where are the high traffic areas on campus?
2. What kind of Potential New Member is your Chapter looking to recruit and where would they hang out?
3. What areas around campus catch YOUR attention?

### **Make it a team effort.**

Get the whole Chapter involved in hanging posters around campus! Choose a day, make a plan and divide and conquer. Wear your letters and pins and use this as an opportunity to talk about PSP while you're around campus. You can personally invite students you see to the events listed on the poster (take a few business cards or flyers with you to hand out)!

### **More is better.**

The more times a Potential New Member sees your poster around campus, the more the message will sink in. More posters + more locations = more Potential New Members learning about your Chapter!

### **Be strategic to stand out.**

Make your posters stand out from the rest by choosing a catchy design and placing them in easily seen and unexpected places. Don't forget to ask permission before hanging and never cover or remove other organization's poster.

### **Follow up.**

Make time to walk around campus to make sure that posters are still hanging and in good condition a few days or a week after you've hung them. You may want to take extra posters with you to replace any that may have fallen down or been damaged.