

Rethinking Economics

How - to Guide:
Promote your group

Welcome! This guide will show you how to:

- Attract new members.
- Reach beyond friends and coursemates.
- Get your message heard



Steps to take - Freshers' Fair

University Freshers' Fairs are the most important events of the year for societies to attract new people, make sure you're ready for yours!

- Book a table at your university's next Freshers or Refreshers Fair
- Visit our website (www.rethinkeconomics.org) to find posters, flyers and stickers which you can print out and use to decorate your stall, under 'get involved' → 'helpful resources'.
- Don't forget simple things like blu-tack or sellotape
- Have a piece of paper, or open a spreadsheet on someone's laptop, to use to get the contact info of interested people so you can add them to your mailing list afterwards
- Take pictures of the stall and share them on social media, there are hundreds of stalls across dozens of rooms at freshers fairs, make sure people know where to find yours!
- Make eye contact, or consider bringing some sweets or biscuits to attract people's attention

Make sure you know what you're going to say when to start talking to people. People like to know who they're talking to so maybe start with a brief introduction about you (what year you're in, what you're studying, and ask them too) then have a list of tangible things they can get involved with. Tell them when your next event is or if you're recruiting for your committee. Also mention all the projects RE runs that they could get involved with too.

Plan your events in advance

We've made a how-to guide for that too! Have a look at 'Planning your events' in the 'Helpful Resources' section on our website to get a head start and to get some events and activities planned before those dreaded mid-terms.

This means that you will be able to hand interested students a timetable for future events.

Further Steps - Think outside the box when advertising your society and events

Your main opportunities for attracting new members will present themselves in freshers week. But it's important to look beyond this and be creative, don't just rely on the footfall at your stall!



Advertise Your Society and Events

Stick up posters and hand out flyers and stickers around your university campus. Doors, walls, windows, toilets - you name it.

Also go into some local cafes and shops and see if you can put some posters up. Members of the public might be just as interested in your events as other students.

Reach out to your student newspaper, radio or tv station to get them to do a story about your society or arrange for a regular slot to broadcast your events every month.

Talk to professors and ask if you can do a quick shout-out before a lecture starts - especially the compulsory ones!

Reach out to university and department admin staff and ask for a link to your society page or next event to be added to their e-newsletters – these emails can reach thousands of students!

Don't forget post-grads too! PhD students could be studying for five years or more, so they'd have the chance to get involved with your group in the long term

Get in contact with other societies whose members might have overlapping interests or even consider planning a joint event. Eg. The Save the NHS Campaign could be interested in an event on Health Economics, or the Vegan society might want to learn about Ecological Economics. Or on the other hand, you could plan a debate with a society that disagrees with you!

Missed opportunities

Don't just limit yourselves to freshers though, those returning from a year abroad, post-grads and people you just missed last year are worth targeting. So repeat all these steps as above with other year groups, get in those compulsory lectures!

Additionally, remember new post-grads bring with them a wealth of knowledge from their undergrad experience, both about economics and running societies. Make sure to speak and learn from them.



Checklist

1	Do you have everything you need for the fresher fair?	
2	Have you arranged to take high quality photos of the fair? (You can use these on the day and for posters in the future!)	
3	Have you fully promoted your group? On Facebook, Twitter, other Social media, and with stickers and posters?	
4	Have you organised your first meeting, social and event?	
5	Have you contacted relevant departments/staff to send out emails?	
6	Do you have enough people to talk and flyer at intro lectures?	
7	Have you contacted your university's student press?	

Final 'REminder'

It's all about promo promo promo, so don't be shy, and be proud of what you're doing!

And if you have any questions or need help please drop Dan, our communications coordinator, an email at daniel.lapedus@rethinkeconomics.org

