

SUBU
Students' Union
Bournemouth University

Attracting New Members

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We Will Cover:

Freshers Fair **Give It A Go** **Other Ways To Promote**

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Freshers Fair

Tipsand Tricks forTerrific Tables





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Freshers Fair

This is your first opportunity to get new members, and one of the most important times to advertise your club.

It takes place in the SUBU building with priority placement going to the 5-Star Societies from the previous academic year.

We provide 1 table and 2 chairs.
The first hour is always an accessibility/quiet hour.





Dress To Impress

If you are a sports club, consider wearing your kit.

If you have society merch such as hoodies like PENSA then those are great too!

Clubs such as Ballroom and Latin could wear costumes.

If you dress up in any other way, do so! (see Roleplay Soc here!)





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Clear Signage

Who are you?!

Make it clear who you are, and people will find it easier to find you.

If you have a banner use that, and if not then create your own sign and display it well (not flat on the table!).

No more awkward "Soooo... who are you guys?"













Have An Activity

Having an activity at your table can encourage people to come over and immediately gives them an idea of who you are and what you do as a club.

This could be trying out equipment, a quiz, a craft, or any simple activity.





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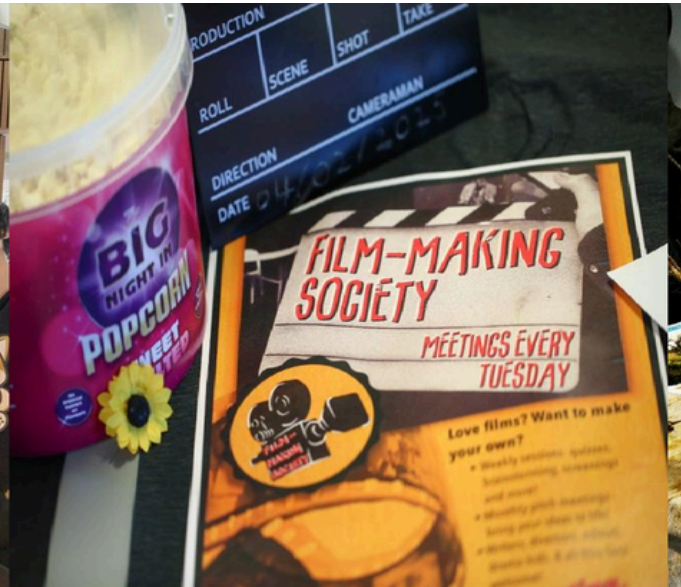
Showcase Yourself

Tell people what you do clearly.

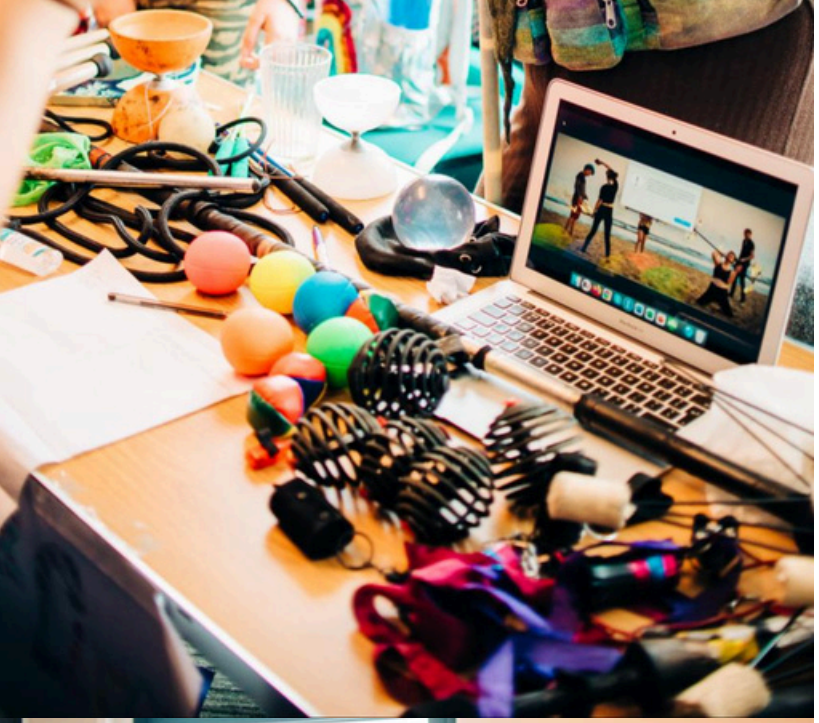
You could: Have an events list, Display your main activity on your sign Or even display photo albums or a slideshow of your events













Make it look good!

Do you have any specific kit or tools? Do you have books, ornaments, or décor that relate to your society? If yes, bring them!

A full table looks engaging and professional – just arrange carefully to look thoughtfully placed, not cluttered.





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Final touches!

QR codes are great, as it makes it very easy for new students to find your links.Just make sure to have handles written somewhere too.

Create an approachable and inclusive vibe to welcome new students - name and pronoun badges are good!

Students love free stuff! Have a competition or give things away.









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Give It A Go

Engage Early, Expand Easily



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Give It A Go

Give It A Go (GIAG) events are a great way to run taster activities for prospective members early in the year who might be interested in your society, but don't want to commit to a membership yet, or aren't sure if it is right for them.

SUBU will provide funding for GIAG events to a maximum of £75, and promote your event on the SUBU website, so don't miss this opportunity!



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It's super simple to run a GIAG session – just follow these steps:

1. Create your event idea and decide on costs

2. Pick a date between in the GIAG window

3. Arrange your event as normal (booking rooms, risk assessments, etc.)

4. Complete the form to register your event with us

5. Wait for approval and any funding (up to £75).

6. Promote on your social media

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That's it!

We'll handle the rest! We will create you a ticketed event on the SUBU website which will be advertised on the What's On page.



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Other Ways To Promote

Social media & SUBU What's On page - online promotion reaches those who may not be on campus often or are based at other campuses.

Outreach on campus - have a pop-up table in SUBU, add a poster to a noticeboard, or attend fairs that are relevant to your society (e.g. cultural societies at One World Day).



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Other Ways To Promote

Collaborative events with other societies - great for reaching audiences who wouldn't usually come to your events.









Thank you

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