



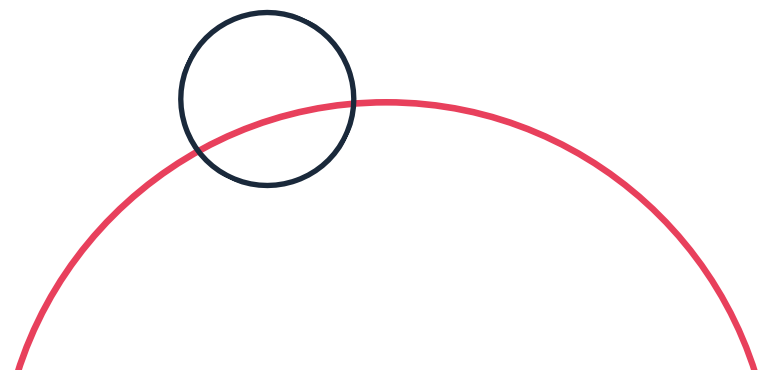
# Branding and Recruitment

STUDENT ORGANIZATION LEADERSHIP  
CONFERENCE  
FALL 2023



# Agenda

- Ice Breaker
- Recruiting Toolbox
- Branding and Developing your Pitch
- Planning a Recruitment Event
- Presence/Tukwut Trax
- Activity



# Ice Breaker

Get into groups of 3 with people outside of your organization

- **Introduction**
  - your name, pronouns, position, and student organization
  - What do you hope to gain out of this session?
- **Things to think about**
  - What recruiting methods have you used?
  - What has worked well?
  - What has not worked?
  - What would you like to try?



# Recruiting Toolbox



## Tabling

During U-hour, in front of campus hotspots

## Flyers

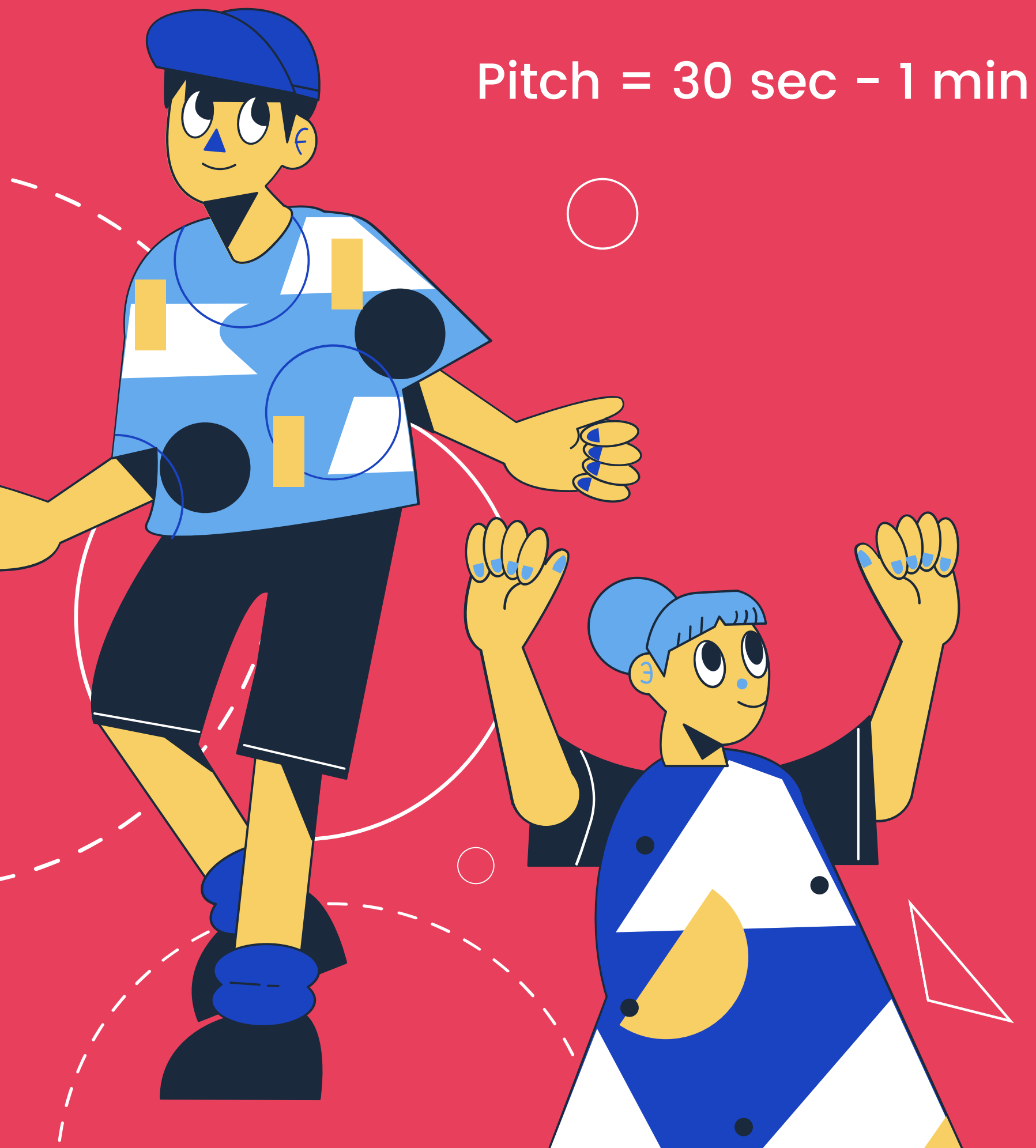
Share w/ classmates, professors, post on approved campus bulletin boards and locations

## Social Media

Stay active, post on stories, use marketing tactics, cover events your org hosts

## Org Fair

Plan early, register your org, have a theme, have members present at fair



Pitch = 30 sec - 1 min

# Developing Your Pitch

Questions to keep in mind when crafting your pitch!

- What's the purpose of your org?
- Who is your audience?
- How can a student benefit from being in your org?
- Why have you continued your membership?
- What does being a member look like?



# Example Pitch

Hello! We are the Student Leadership & Involvement Center. We support over 130+ student organizations and provide opportunities for involvement and leadership development on campus. We hope that you can find ways to be engaged this upcoming academic year. What are you interested in getting involved with?

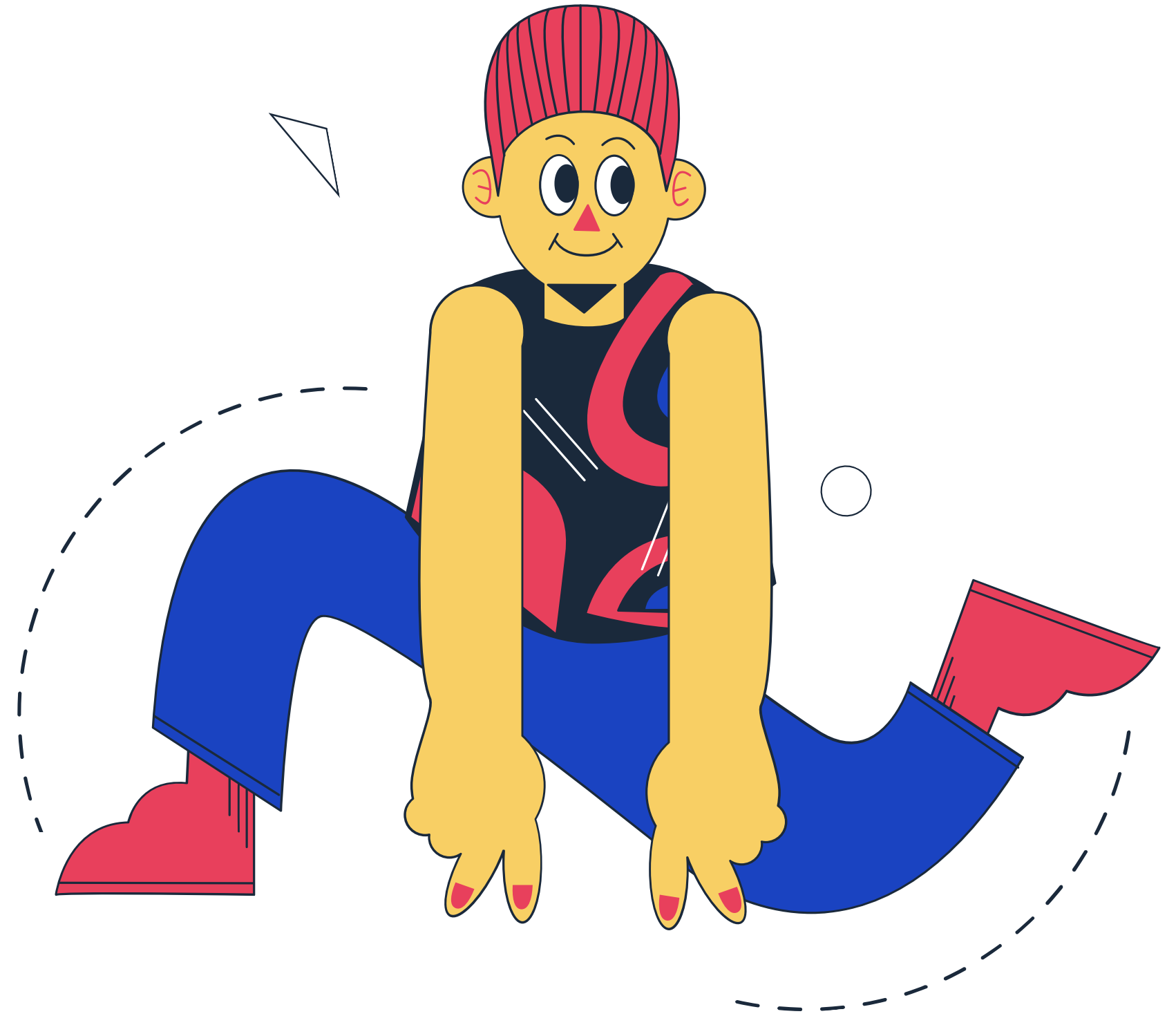
# What is your brand?

- Identify your audience
- What is your story? First impressions are important
- Include your logo in marketing materials
- Visual vs text. Be mindful how much you put into your materials - less is more
- Remember that marketing is important for your brand



# Planning a Recruitment Event

- Access your org's 25Live account and reserve a space in advance!
- Reach out to SLIC for ideas or items
- Create a planned agenda
- Make sure you have members of your org attending and are prepared to recruit
- Incorporate something special about your org to increase engagement
- Post about your event and reminders on social media in advance to increase participation





# Tukwut Trax (Presence)

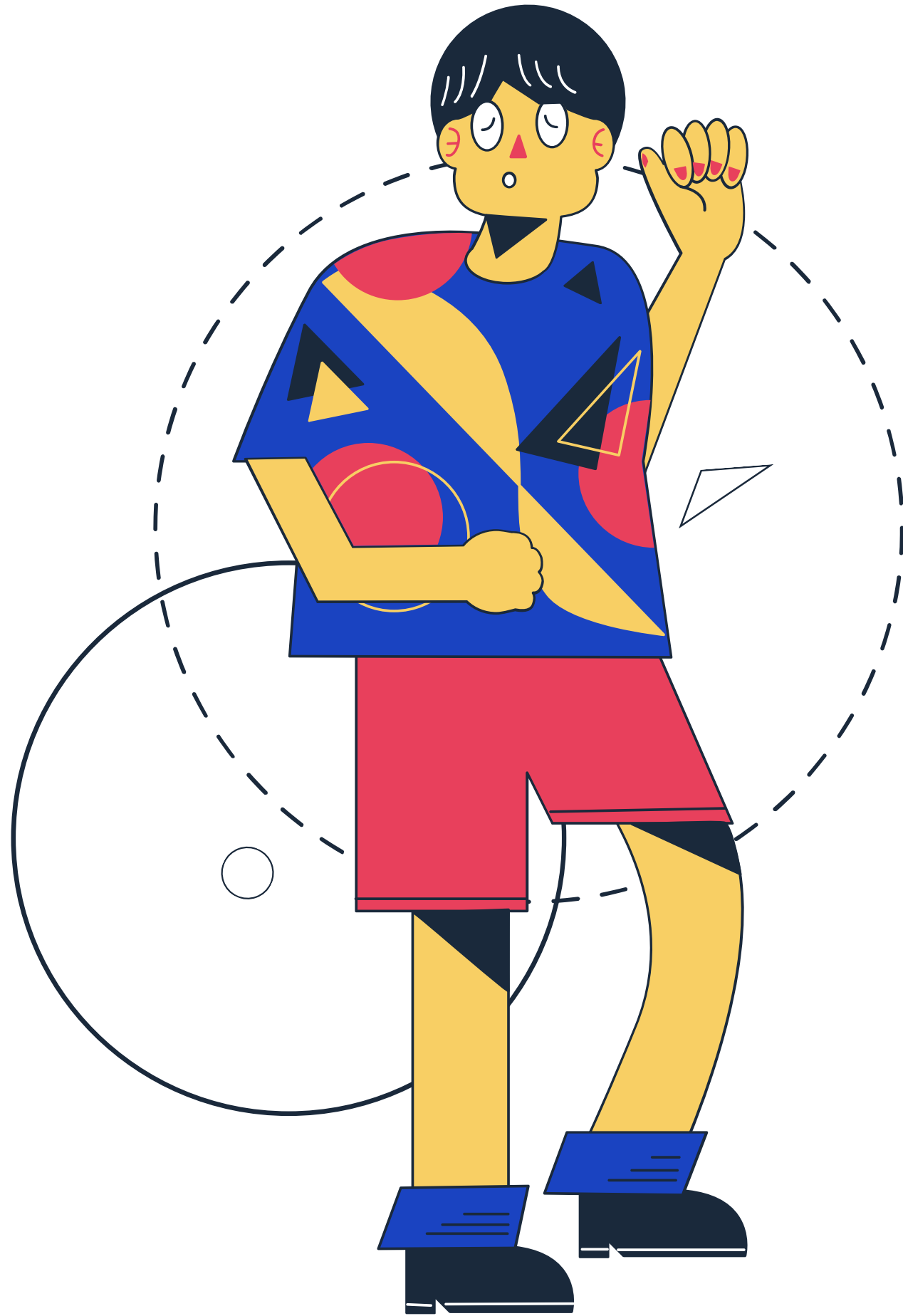
- A great tool for you to promote your org!
- Customizable home page to share information about your org
- Post events and track attendance
- Communicate with current and prospective members
- Tutorials available at SOLC and on SLIC website



Pitch = 30 sec - 1 min

# Activity

- Get into your groups of 3
- With your group, pick one of your organizations to create a pitch for.
- After, find another group of 3 and present your pitches.
- Provide each other with feedback.





# Thank You!

We hope you learned some valuable knowledge about branding and recruiting for your org!

Have any questions? Feel free to reach out to SLIC to assist you with whatever you need!

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