

# **Top Six Tips for Recruiting 'Busloads' to the ReEnergize Texas Summit**



## **1.) Do class 'raps'**

Most time-effective strategy to get lot's of people's attention!

- Ask your professors (in person or by phone or email) to allow you to make a 1-3 min announcement at the beginning of your classes.
- Make the announcement and then at the end pass around a sign up sheet asking people for their name, phone and email. At the end of the day, call them back and help them register or invite them to a registration party! (If you can't call, ReEnergize Texas Organizers can help you!) We have a sample script you can use with FAQ on the website.

## **2.) Reach out to Student Organizations**

Recruiting from among student organizations allows you to target students based on their interests, recruit from a pool of already active students, and harness the groups' resources to further recruitment and fund your trip.

- Make a list of student orgs on campus, remember to think far beyond environmental groups because this summit addresses the climate, economy, environmental and social justice and much more!
- Send them an email asking them if you can talk about RTX at the beginning of their meeting.

## **3.) Reach out Faculty, Staff and Administration**

Reaching out to the faculty and staff at your school is crucial due to their access to students and funding mechanisms.

- Create a list of professors that you think could help or go to the schools database contacts and email all of them!
- Call them/send them an email telling them what ReEnergize Texas is about and asking them to:
  1. Give recommendations of students to help you recruit for the conference.
  2. Identify students who want to attend.
  3. Write an email encouraging students to attend.
  4. Fund/sponsor students using their department's budget to travel to ReEnergize Texas
  5. Give you class credit for attending
  6. Allow you to do a class rap!

## **4.) Promote on Facebook & other Social Networking Websites**

Getting the word out on Facebook is a quick and easy way to get visibility. We have a ReEnergize Texas Facebook group and an event. Please get the word out and invite ALL of the people you know to both!!!

## **5.) Engage Campus Media**

Here are a couple of easy ideas to get the campus paper to feature the ReEnergize Texas Summit:

- Get them to write an article: Write a press release, send it to the news editor, then follow up in person and make a pitch for doing a story.
- Write an opinion piece.
- Write a Letter to the Editor.
- Make a Public Service Announcement for the campus radio station.

## **6.) Hold ReEnergize Texas Registration parties**

Once you have identified interested people, holding a small registration party or bake sale can help you register your whole group at once on the spot, raise funds and make sure everyone's questions are answered.

### **Let us help you!**

We are going to be available full-time to support you so give us ring anytime:

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