

# How to Successfully Recruit a Team

## At University:

- Make sure to attend all the different fairs that your university has at the start of the year – Fresher’s Fair and Volunteering Fair are the two most popular ones to attend. Try and get a Dig Deep stall at either /both of these, or latch onto a society /sports team if you can’t get an individual stall. If there’s no way for you to get a stall at a fair, make sure you book a separate stall in a prominent place around Fresher’s Week to get students attention
- Flyer /poster everywhere you can as you want as many people to see the information as possible – get your friends to help you flyer around the university and leave flyers /posters in busy spots both inside and outside of your campus
- Create lots of social media posts with details about Dig Deep and the challenge. You want to create a buzz around the Information Evenings – make sure you include contact details and facts about how the money raised will help communities in rural South West Kenya
- Spread social media posts all over your personal social media page as well as general university pages and society /sports team pages
- Organise cake sales and every-time someone buys a cake, hand them a leaflet or a flyer – students are more to come and talk to you if you’re offering something with the flyer and it’s also a great kick-starter for your fundraising
- Ask societies /sports teams if you can come to their socials /practices and give a presentation for a couple of minutes – hang around at the end to answer questions and don’t forget to take flyers for students that are interested
- Email lecturers of different departments and ask them to spread the word to their students – also ask if you are able to pop in for a few minutes at the beginning or end of a lecture to give a shout-out about the challenge



- Ask your friends to tell everyone they know – word of mouth or sharing your posts on social media, the more people you can reach, the better
- Join loads of group chats and pages of different societies /sports teams. If you're not able to join pages yourself but you know your friends are involved in societies /sports teams, get them to post on your behalf
- Create a Facebook recruitment group that you can add all the people who are interested into

## At Home:

- The challenge is not limited to students at your university and while it is called a university team, anyone can come along
- Talk to all your friends /family about the challenge
- Spread the word all over your personal social media
- Poster in public places that allow you to put up posters – try local café's /restaurants /pubs /bars that will allow you to put up posters
- Try to organise an Information Evening in your home town if you get enough interest – past Team Leaders have used church /village halls and got home friends /family to attend Information Evenings at these
- Join local social media pages to promote the challenge
- Add people from home to the recruitment group on Facebook so that they can see all the updates