Chapter Recruitment & Engagement Guide

Best Buddies International

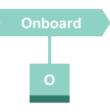


ROSTER

Engagement Strategy



It all starts with recruitment! From interest meetings & bulletin boards to social media posts & activity fairs, get creative & get the word out to recruit new members to your chapter.



Once you've got new members, you need to bring them up to speed about what they can expect from participating in your chapter. Host a chapter member training as one of your first activities.



Get familiar with your members & make yourself available to them if they have questions or concerns. Check in regularly & monitor member updates to ensure they're having a good experience.



An attitude of gratitude can go a long way.

Make sure your members feel valued & appreciated. Use social media to feature folks who go above & beyond or host an award ceremony to celebrate their efforts.



Engagement is key to a chapter's success & builds community. Host fun, meaningful & inclusive events every month & communicate consistently to ensure that members remain committed & involved in your chapter.



Continue this cycle throughout the year to help retain membership and bring your chapter to even greater heights!

Recruitment Ideas

- Host interest meetings to share what prospective members can expect from your chapter
- Set up a Best Buddies info table at lunch, at school sponsored events & at activity fairs
- ☐ Host a "Bring a Friend" meet & greet event
- ☐ Hang up Best Buddies posters & flyers around the school
- Create a video highlighting past Best Buddies events & activities
- ☐ Invite another school club to host an event with you
- ☐ Utilize the school announcements or newspaper for promotion
- ☐ Keep teachers & parents informed so they can encourage participation
- ☐ Build a strong social media presence to draw new members

Event Tips

- ☐ Plan your event calendar in advance to provide plenty of time for preparation & promotion
- Make sure your events are age appropriate and accessible for all
- Make your budget stretch by seeking donations of goods & services
- Plan periodic fundraisers throughout the year to support activities
- □ Foster social connection through your events with ice breakers & interactive opportunities
- Collaborate with other clubs or chapters to bring your events to greater heights
- Have fun and be creative. Events can be elaborate or simple, what matters is that you are creating inclusive opportunities for all!

Activity Ideas

- ☐ Holiday themed party
- ☐ Friendsgiving potluck
- □ Talent show
- □ Community service project
- □ Craft activity
- ☐ Game night
- □ Karaoke
- □ Bowling
- □ Picnic
- □ Field day
- □ Scavenger hunt
- ☐ Spread the Word Inclusion event
- ☐ Movie night
- ☐ Restaurant give-back fundraiser
- □ Friendship Walk
- ☐ Attend a school sporting event
- ☐ Attend a school concert or play