**Chapter Recruitment & Engagement Guide**

**Best Buddies International**

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**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.

Recruit

- 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.

Onboard

- 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.

Support

- 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.

Thank

- 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.

Engage

- 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.

Repeat

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

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**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