

Guild O-Day Tips.

❖ Let everyone know you'll be there!

- Post on Facebook, send an email or whatever form of communication you use and let students know you will be attending Guild O-Day. This will help in getting past members to come see you and potentially sign up again.

❖ Make your stall look amazing.

- Highlight what makes your club unique. Bring props and flyers to show everyone how great your club is!
- Assemble a “deco squad” in your committee and get them to decorate your stall. Even a simple tablecloth and some balloons make a world of difference.



❖ **No chairs.**

- Sitting behind your table on chairs make your stall look uninviting and a little unapproachable.
- Unless you have a medical condition, disability or injury that prevents you from standing up for long periods of time, try to avoid using chairs.
- Standing up in front of your stall allows you to approach people as they walk by.



❖ **Make your life easier.**

- Writing names, student numbers and other details down manually can be a pain. Consider using an excel spreadsheet or an online program like Google Forms.

❖ **Show students who you are.**

- What can you wear so that students can identify that you are part of the club or society?
- You don't have to be fancy or spend a lot of money on custom clothes. Consider:
 - Shirts
 - Lanyards
 - Name-tags
 - Bandanas
 - Colour coordination



❖ What do you bring to the table?

- “What do I get if I sign up?”
- Although the benefits of signing up may be cheaper tickets to events, workshops, etc. it’s good to have something tangible you can place in the hands of someone who signs up.
- This gives them an immediate benefit from joining your club that they can take home with them.

- Here’s some ideas:
 - Stationery (pens, pencils, USBs)
 - Pre-packaged lollies (**must not** be opened due to council food restrictions)
 - Goodie bags
 - Cool, hip merch!



❖ The pitch.

- Why is your club awesome? Sit down with your committee before Guild O-Day and brainstorm what you guys are great at. Try to cut it down to 5-6 main points. You only have a few minutes (at most!) with a potential member – don’t overcomplicate it!
- Make your pitch engaging. If you are not good at remembering or get a little anxious when you are put on the spot, consider using a flyer that you can use as a prompt when chatting to students. Plus, you can hand it over at the end of the conversation!



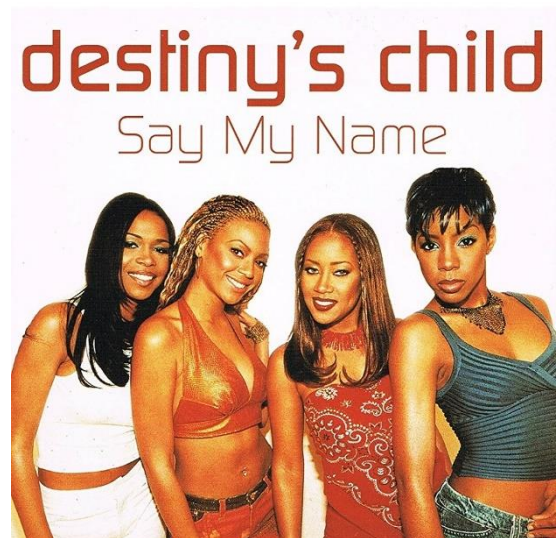
❖ **Accepting defeat.**

- If someone isn't interested in joining your club, don't stress. Maybe they don't have an interest in what your club does? Maybe they don't have an interest in joining ANY clubs or don't want to commit to something so early on?
- Don't be salty about it. Perhaps they need a little more time to think. Tell them to look your page up on Facebook or on the Guild website if they want a second look... you never know, maybe they might join later!
- The best thing you can do is be positive. Club culture is thriving on campus and it's important we support each other. Encourage them to take a look at all the other clubs and see if anything catches their eye. You know how awesome clubs are – convince them that joining a club is the BEST thing they can do to improve their university experience and make lifelong friends!



❖ **Say my name, say my name...**

- If you're having a great conversation with someone, ask for their name and REMEMBER IT! Say it twice if you have to or even ask how it's spelt. This makes them feel valued and personalises the experience... after all, you could have just made a new friend!



❖ **Personalise it.**

- Ask about their degree, what they are studying, how long it will take them to finish, what they want to do after uni or maybe something relevant to what your club does. Show interest in your potential members – they're not just a number!
- DO NOT comment on their appearance – this is a big no-no, even if it's a positive comment! It's OK to be friendly and comment on an accessory or something (eg. "I love your hat!") however people's appearance is not changeable like a hat! Just avoid it.



❖ **Send a welcome letter.**

- A new student just joined your club but has no idea how to get involved. Send a welcome letter as soon as you have some time so they know their registration has come through!
- Provide a call to action such as buying tickets to an event, coming to a meet-up, etc. Give them something they can do right then and there!

