

RECRUITING IDEAS FOR COLLEGIATE CLUBS



- **Club/Student Organization Fairs**
 - Set up a fun and eye-catching table or booth at your school’s club fair with photos, training and event schedules, and sign-up sheets asking for email and/or other contact information to form a list of interested people. Have team members there to answer questions.
 - Create opportunities for team members to reach back to their high schools, and to have meet-and-greets or events at local high schools.
- **Flyers/Posters Around Campus or Handouts**
 - Design flyers or use our [Campus Flyer Template](#), and post them around campus in high-traffic areas. Have members hand them out to students in common areas.
- **Social Media**
 - Maintain active and visually engaging Instagram, Facebook, and TikTok accounts. Post training sessions, race recaps, member spotlights, and call-to-actions for people to join.
 - Have members take turns doing “takeovers” where they share their experiences of balancing school with club activities.
- **Word of Mouth**
 - Encourage current members to personally invite friends, classmates, and roommates to practices or info sessions, as personal invites go a long way.
- **Tabling at Campus Rec Centre**
 - Similar to having a table at your school club fair, set up a recurring information table in or near your campus recreation centre. Have a sign-up sheet with information and photos, collect contact information, and answer any questions students may have.
- **“Tri It Out” Day**
 - Host a no-pressure, open to all mini triathlon event on campus. Promote it as a chance to try a multisport event at no cost and no equipment necessary.
 - Indoor triathlons are easy and popular to beginners, and would make use of a pool, stationary bikes, and treadmills.
- **Collaborate with Other Teams and Clubs**
 - Work with swim, bike, or run clubs or teams to co-host events or training sessions.
 - Reach out to members of these single-sport clubs or teams to gauge interest in multisport.
 - It may be a good idea to consider varsity runners and swimmers who have exhausted their eligibility.
- **Interest Meetings and Info Nights**
 - Host a low-pressure info session early in the semester with a short presentation, snacks, and a chance to meet current members and ask questions.
- **Email Blasts and Campus Newsletters**
 - Reach out to campus news, campus recreation, or athletic department announcements to be included in newsletters or bulletins.
 - Remain in regular communication with emails you have collected at Club Fairs and Tabling Events.