

RECRUITING IDEAS

Whether you have lots of members or just a few, here are some recruiting ideas to try.

- Information to have on the flier/webpage or to give out to recruits:
 - Date, time, location of game or social event (preferably both)
 - Short blurb of who and what we are
 - White Wolf and Cam logo
 - DC, ADC, DST (or other representative) name and contact information
 - Artwork (not necessary, but a nice addition – preferably have someone in your domain design artwork)

Things to try:

- Fliers. Book stores, gaming stores, comic book stores, conventions (local sci-fi preferably), and the like. Fliers can let people know that we exist and that we welcome new friends. Fliers can list game dates and times OR social dates and time. I recommend listing an opportunity for both.
- Universities. College students are the best market for recruiting! Some colleges have “open house” at the beginning of their semester to promote clubs and organizations. This is a good place to try to get a table and advertise our group. Another option is to see if the college has a Sci-fi organization and buddy up with them.... support them and their events and have them support us and our events.
- Conventions. Local sci-fi and gaming conventions are a great place to recruit people. They're already interested in gaming! Either (or both) getting a table in their vendors room to show off material and talk to people OR running a LARP at the convention is a good way to get people interested.
- Theater groups. This is a little bit of a stretch, but can work sometimes. Actors are usually looking for a way to practice... and practicing improvisational is one of the hardest things to do inside the theater. The Cam offers them a wonderful place to practice acting and improvisational. Theater people are also usually nerds and thus usually enjoy eclectic and unusual things like gaming.
- Webpage/yahogroup/wiki/myspace. Information on the web is searchable and therefore you are findable! People who move to new areas or are interested in making new friends often use the internet to search for events and groups to go to. By having a web presence, recruits can contact you.
- Charity work for the community. Actually “going and doing” something as a group (or even as an individual) can help build a good reputation for our organization. Habitat for humanity; Big Event, volunteering at nursing homes/animal shelters/soup kitchens/museums; blood drives. Major group donations such as penny/money drives or food drives can also build a good reputation. The more you do for your community, the more the Cam gets known for good things. This in turn, gets people interested in us.

I suggest doing one (or all of these things) to help recruit. Having a social event to get people interested in the people, THEN bringing them to game can be a very effective tool to keep your recruits. Also, having a specific member be available to mentor a new recruit can be very helpful. This makes it more personal for the recruit and makes sure that they get the attention they need.

Now, all that being said. The #1 thing to understand about recruiting is that it can't be JUST ONE PERSON doing it. The DC or the DST can't do it alone. It takes the effort of the whole domain! And not just regarding the leg work! Getting people to visit is one thing... it's the kindness, personalities, and smiling faces of ALL the domain members that gets people to stay.