



Outreach Tips and Tricks

Member Recruitment and Retention

- Check out student involvement and Interest fairs at the beginning of year – usually 2nd week
- Plan events around campus or national news stories that already draw attention (Presidential debates, holidays, campus protests, speakers, etc.)
- Put flyers and posters up around campus for your call out and any larger events
- For this election focus on anti-Trump pushes. Easy student motivators + attention grabbers
- Variety in meetings (Prof. issue discussions, state political speakers, watch parties, etc.)
- Involve your members in your social media presence on Facebook and Twitter (announce to follow them at first meeting, tag people in posts, etc)
- Table at populated campus locations
- Register voters/recruit volunteers at campus gatherings like concerts, festivals, and games
- Expand board positions and frequently give people responsibilities within the group
- Connect with members on social media, and interact outside of the College Democrats if possible. You can host informal social events that are not official College Dems gatherings.

New Chapter Outreach:

- Contact professors in PoliSci/History/PreLaw/etc. first (they respond more frequently and often know students with potential interest)
- Also contact on-campus groups with potential political interest or Democratic leanings (Student gov't or Senate, Pi Sigma Alpha, minority groups, GSAs, environmental clubs, etc.)
- Quantity over quality. When in doubt, contact them anyway
- Present as opportunity to build resume for politically oriented students
- Provide template for club charter as well as clearly delineating necessary steps (faculty sponsors, officer roles, social media, getting on CDIN mailing list, etc.)