



Dear Club Committees,

I've worked to put together some information that you might find helpful during your recruitment drive in freshers. If you do have any further questions please get in touch.

- Jimmy

### **Website Details**

Please can you visit your club page on the website (accessed by clicking on the image of your Necker once logged on) and ensure that all new committee members have been added to the system and that all your club details, email address, club web bio/photo, facebook page etc are up to date.

### **Using the SSAGO Website**

The SSAGO website is the easiest way to collect prospective members details during freshers?

At <https://membership.ssago.org/> you'll find various tools to help you at Freshers, including:

- National SSAGO Signup Form: This is a special version of the <https://ssago.org/join> page, only it'll put straight to your club
- Interest Signup Form: This form that collects names and email addresses and builds a mailing list (saving you BCC'ing dozens of email addresses) which you can use at Freshers events to quickly collect peoples details and then follow up after the event. You can keep track of people and see if they become a full member. Using the '*club name*'-[interested@ssago.org](mailto:interested@ssago.org) email, sends an email to all the people who have registered as interested
- Membership Form: This form to signs people straight up into your club as a full SSAGO member.

Once you start gaining sign ups, you can keep track of them and email them from the potential members page at <https://membership.ssago.org/committee/members/interested>

-Potential Members: These will start to appear once an interested member completes the membership form, you will then need to accept them once they have paid your membership fee.

Finally, if your members refer people to SSAGO themselves, don't forget there is a competition for the most individual signups! You can find out details at:<https://www.ssago.org/special/competition>

### **Membership Fees**

The national SSAGO membership fees for 2018-19 will remain at;

£4 - Full Student Members

£7 - Associate Members

We will send club invoices in early December with the amount due. Please remember that anyone signed up to the society with the Students Union **MUST** also be registered on the SSAGO system to ensure they are covered by our insurance policy.

### **Social Media**

We strongly advise that you make use of social media platforms to promote your club through the freshers' period. This is the way the majority of people hear about SSAGO apart from freshers' fairs stalls. The national SSAGO page will be running some paid targeted advertising during the freshers fair period, but it is important that you share what you have been upto as a club as this draws people in on a local level.

### **Publicity Materials**

There is a host of resources available on the SSAGO website, posters, photos etc that you can download to promote your club. There is also a free publicity pack available for each club and you can borrow the SSAGO roller banners for freshers fairs. To obtain either of these please email: [publicity@ssago.org](mailto:publicity@ssago.org)

### **Ideas for Freshers Stalls**

Below are a few ideas of things you may wish to consider using on your freshers stall.

- Camp Blankets
- Neckers
- Slide shows and Promo videos
- Sweets
- Tent (if you have a large enough area)
- Mock Campfire (if you have a large enough area)

### **Possible Taster Event Ideas**

The best way to attract possible members is to have a fairly social first meeting that may interest a wide range of people, they have been chosen to allow socialising, they are also able to be run with large groups of people who may attend your first event.

- Cheese and Wine Night
- Hike to Chip shop/Pub
- SSAGO Olympics - evening of mini games
- Pub Quiz
- Cafe / Pub Crawl
- Campfire
- Scavenger hunt

Events may involve an element social drinking to attract some members, but there **MUST** always be a non alcoholic option at events.

### **Indie members**

Some members will join as Independent members, if you happen to run a club near a university that doesn't have one, please consider inviting Indie members to events to give them the chance to enjoy ssago outside of Rallies.

Also over the coming weeks we expect a few new clubs to be setup, we will be posting for volunteers in the Reps facebook group to support these new clubs in developing in due course.

If you are on Facebook please join the Reps and Committees page, as there are often discussions that you may wish to be involved with. All formal communications are still however sent to the club email. <https://www.facebook.com/groups/NationalSSAGOReps>