



Mount Saint Mary's students host a table to promote CRS Rice Bowl during Lent.

recruiting

TIPS AND IDEAS FOR CRS STUDENT AMBASSADORS

It might seem like “recruitment” should be relegated to the arena of jobs and career fairs. We might even shy away from it because it appears to demand a lot of energy and creativity. Yet, it is one of the most important ways you can live out your passion for global justice: by helping connect others with the issues you care about, and with opportunities to make the world a better place. These tips and ideas apply both to recruiting new CRS Student Ambassadors for your group, as well as to promoting your events far and wide.

BENEFITS OF RECRUITING OTHERS

- More people to help plan and implement events means less work for you!
- The more the merrier—bigger groups often tend to be more fun and energetic.
- More people to work for change on important global issues and ultimately spend their lives working to have a positive impact on the world.



WHERE DO I START

Here are some key ways to target your energy. Remember, don't make it too hard on yourselves—start where you'll get the most bang for your buck (or hour away from studying!):

- **NEW STUDENTS** | There are always tons of events and activities intended to showcase awesome clubs and groups for new students to get involved in. Check with the admissions, orientation, student government, or new student offices to see how you can be present for events, advertise to freshmen and make sure everyone knows they can be a CRS Student Ambassador.
- **FALL** | Even for returning students, the fall is often the time where folks are looking to get involved in new activities. Take advantage of tabling on the quad, posting flyers in the residence halls and signing up to be a participant in the activities fair.
- **LARGE GATHERINGS** | It's always easier to find a huge group of people gathered than to get everyone together on your own. So, take advantage of times when lots of people are already together, especially if they might be especially interested in CRS (i.e. Mass, sporting events, concerts) and get your flyers or announcements front and center.
- **SOCIAL MEDIA** | Make sure all CRS Ambassadors on your campus are following CRS social media accounts on [Instagram](#), [Twitter](#) and [Facebook](#). Consider creating accounts specific to your school's group and having all Ambassadors invite their friends. It will be a great tool to communicate about events later on.

QUICK IDEAS

FLYERS	Dining halls, restrooms, rec center
CHALKING	Sidewalks, cement walls
ELECTRONIC DISPLAYS	Academic buildings, student center
ANNOUNCEMENTS	Large gatherings, Mass, classes
SOCIAL MEDIA & EMAIL	Create & promote events, share pictures
TABLING	In the Quad, at an activities fair

WHAT DO I DO?

TO RECRUIT NEW AMBASSADORS OR INVITE PEOPLE TO YOUR EVENT:

1. **PLAN AN INFO SESSION OR EVENT** | See our sample [info session outline](#) or our [event planning one pager](#) for ideas. Make sure you coordinate with your staff advisor or other student leaders about location, date and time, snacks and facilitation.
2. **INVITE PEOPLE** | Use the ideas above and on the front of this handout to think about the best places to invite people and who might be most interested. Also consider other campus groups whose interests already align and see if they might be interested in learning more about your work with CRS. Never underestimate the value of a personal invitation.
3. **GET THEIR CONTACT INFORMATION & KEEP THEM ENGAGED WITH IDEA SHARING, COMMUNITY AND EVENT PLANNING** | Make sure you invite them into a community of people working together with a shared mission. Help them to experience what you experience—that being a CRS Ambassador is not just being part of any student group, but rather a way to put your faith and passion into action. Follow up with anyone you meet who expresses interest, elicit their ideas and invite them into the planning and implementation for the future.

HELPFUL RESOURCES

- Found on our [Current Ambassadors webpage](#)
 - Informational Session Outline
 - Event Planning One Pager
 - Effective Meetings One Pager
 - 2016-2017 CRS Student Ambassador Calendar
- [Downloadable CRS logos & fliers you can distribute](#)

QUESTIONS FOR YOUR GROUP:

- Where have we seen success with recruiting new Ambassadors or event attendees?
- Are there 2-3 concrete ideas on this handout that we can make an intentional effort to try on our campus?
- What are we still struggling with that we might need to resolve creatively?



University@crs.org

University.crs.org

[@crsuniversity](#)

