

RECRUITING BY WORD OF MOUTH:

- Student Association - 414-229-4366
- Resident Assistants in Sandburg - 414-229-5712
- Classes (especially ones that relate to your org.)
- Greek organizations - gogreek@uwm.edu
- Specific majors/departments
- Past participants - "testimonials"
- Faculty
- Alumni
- Personally hand out materials to students
- Use Victor E. to hand out materials
- Theme related ideas
- Giveaways
- Invite more community participation in events
- Create video highlighting programs to be played at recruitment events
- Gold frames in the Union - 414-229-5538
- Union and Sandburg information tables
- Kazoos with printed message/logo/slogan
- Fortune cookies with event message
- Door hangers
- Bookmarks
- Post-it notes with pre-printed reminder of an event
- SAO newsletter and web page - tommc@uwm.edu
- Flyers
- Banners (Union and Sandburg) - 414-229-5538
- Handbills
- Department newsletters or mailings
- Public service announcement (PSA)
- Email (monthly updates; get info to tommc@uwm.edu)
- Host large events (spotlight what you do)
- Bulletin boards
- Phone banking/calling
- Have a "hook" for slogan
- Use costumes and/or themes
- Cookouts and bake sales
- Press releases
- Clothing with information or logo
- Petition drives
- Act crazy, get people's attention
- Work off people's emotions
- Clothespins with stickers for event
- POST Organization Spotlight (email post@uwm.edu)
- Interest labels (see the Student Activities Office)

OTHER TECHNIQUES:

- University calendar
- Panther Tracks - 414-229-5712
- University website - highlight story/logo
- Newspapers (Post, Leader, Shepherd Express, etc.); work with the Student Activities Office for Post ads
- Letter to the editor
- Radio
- Television (Panthervision or local)
- Promo items prior to event
- Beverage or food information table
- Buttons
- Uniquely shaped posters
- Paper airplane flyers
- Lollipops with ads attached
- Chalk sidewalks
- Remote control cars with ads attached
- Partially-filled helium balloons with printed message (float at eye level)
- Walking sandwich boards