

How to Market Your Early Childhood Education Club:

It is essential to recruit new members at the beginning of every year and retain existing members to ensure a solid membership from year to year! The simple communication and promotional ideas suggested below will help you connect to new members and retain existing members.

Publicize!

Make use of [social media](#) as much as possible. Gear your advertisements to where college students will see them most often.



Facebook

- Make a [facebook group/page](#) and make sure to keep it up-to-date. Give all officers “administration” rights to it so they can all send out messages and create events
- If you’re going to use a Facebook group/page, be sure to use it frequently. If potential members are told that they will receive a message update of meeting times — and then don’t — will quickly lose interest.
- Perfect for new clubs without the time to design a website.
- [NAEYC’s guidelines](#) on using Facebook.

INSIDER TIP: Post pictures from events on your Facebook group, and then TAG everyone in them! This is a great way to spread news about the awesome things your club is doing.

Twitter

- Establish a [Twitter account](#) for your club.
- Update it frequently with club news, information, reminders, or links. A quick Twitter update about an upcoming event to connect with college students will be more appealing than reading an E-mail reminder full of updates.
- Be sure to follow [@NAEYC!](#)



Tumblr

- The beauty of a [Tumblr site](#) is how easy it is to read and navigate! It is similar to a virtual scrapbook. Keep your members up-to-date with early childhood education current events by posting links to new research, websites, job opportunities, etc.
- Tumblr can be a great forum to post pictures and videos from all of your events! When recruiting new members, have them check out your Tumblr to get the flavor of your club.

INSIDER TIP: As important as social networking is, be sure to keep it professional! Click [here](#) to see tips on effective, professional social media from the National Association for the Education of Young Children.

Create a website!

- If you are a new club, consider creating a Webmaster officer position, whose primary duties would be keeping the club website updated.
- It doesn't have to be expensive! Create a FREE website on [Google Groups!](#)
- Link your club website with the state Affiliate, local Affiliate, Community Service office, Education Department on campus, etc.
- Post a lot of pictures on your website! But remember you **MUST** get permission from the student's/children's guardians first! Download a [sample photo release form here.](#)

Advertise at your campus's student involvement fair! Though the format of the fair varies from university to university, it typically works like this:

- Members or officers of each club on campus organize a table with information to advertise their club to students.
- Sign your club up for the fair early! These fairs typically take place the first or second week of classes, and many colleges require prior registration and/or reservation of a table.

INSIDER TIP: Free food! Draw students over with the allure of piles of free candy and then use that opportunity to tell them about how incredible your club is!

- Have an officer meeting before the involvement fair to establish a date for your first club meeting so you can advertise that to new members.

Print out fliers with the date of the first meeting so students can pick one up at your table.

- Have flyers, pictures, etc. on the table to market your club! Be sure to include:
 1. Descriptions and pictures of previous events
 2. Information about new events and meetings as well as ways new members can get involved.
 3. Advertise the available positions on the executive board and market the “leadership opportunities available to new students”

INSIDER TIP: Drawing in dedicated members can make a tremendous difference in the success of your club!

- It is **CRUCIAL** to strongly encourage every interested student to sign up to receive E-mails from your club. Make sure they know that does not commit them to the organization, but that they will learn more about it that way. Don't simply let potential members take a flyer and walk away — be proactive! Bring a laptop (or borrow one for free from your library for 2 hours) for students to type their names and E-mail addresses into to avoid handwriting issues.

Hang flyers!

- Click [HERE](#) to download a template of a sample early childhood education club recruitment flyer.
- Click [HERE](#) to download a template of a sample poster.
- Click [HERE](#) to view resources for Week of the Young Child.

INSIDER TIP: Watch out for “zoning”! There may be buildings that are off-limits for hanging flyers for student clubs. If you hang flyers within an academic department, make sure you get permission first!

- Check with your Student Activities office for their particular requirements. Many universities require approval from the Student Activities office before you are allowed to hang flyers.
- Dorm residences are a terrific place to hang flyers — they will grab the attention of students wanting to get involved in campus activities. Look for other well-trafficked areas on campus to post flyers as well.

Speak to classes!

- E-mail professors or departments to ask permission to speak to their class for the first 5 minutes about the opportunity to join the college's early childhood education club
- Early childhood education courses are crucial to reach out to, but visiting other education, psychology, sociology, justice, and social policy classes also can bring in potential members
- Be sure to pass out flyers and information to interested members
- Collect E-mail addresses!

Get the word out!

- Work with large organizations on campus to E-mail listservs about your club
- Many clubs are happy to spread news about emerging student organizations. Be sure to offer to do the same for them in the future.
- Try contacting the following places — send an E-mail advertising your first general interest meeting that they can simply forward to their own E-mail list to spread awareness:
 1. Student Activities Center
 2. Your school may have an interactive online space or an online student groups management system. Advertise in virtual spaces as well! Check out AU's example of this.
 3. Social justice clubs

4. Community service/volunteer office on campus
5. Student Government
6. Academic departments (they can send E-mails to all students majoring in their department — perfect for education/psychology students!)
7. E-mail all the students from any of your own classes through a course-sharing academic website, such as Blackboard
8. Be sure that the local/state Affiliate you work with has a link to your club website on their AEYC website!
9. Work with university day care centers
10. Get feedback from parents about what kind of community initiatives events they would like to see from the school's early childhood education club. Work directly with teachers to gain feedback!
11. Submit news blurbs to the university's daily E-mail listing of events. For example, American University has an E-mail entitled "Today@AU" that is sent to every student, faculty, and staff member every day, Monday-Friday, with all the meetings and events going on around campus that day. Advertise your club meetings and events. Be sure to submit your blurbs on time! Most schools require a submission to be sent a few days before the publication date.

Retain your members!

In addition to club events, it is essential to provide lots of social activities for your members — membership development is very important!

- Emphasize how important their participation in the club is.
- Organize monthly/weekly dinners in the cafeteria to foster a community
- Hang WELCOME TO ECE CLUB signs on their dorm room doors
- Survey members at the beginning of each semester to find out what they would like to see more or less of
- Arrange enriching activities that also support member growth and development
- Click [here](#) for Event ideas for your club