

Recruiting members

You can't have a BioSoc without members so it is important to recruit as many as possible and keep them happy by ensuring they can get involved in enough events/activities that they are interested in. You might need to sign up a certain number of members in order to get support from your SU.

How to recruit members

- Decide on an annual membership fee and perhaps have a special offer for a fee that covers the duration of a 3-4 year course
- Promote the benefits of joining so they can see what they get for their money. This might be free attendance at your events or subsidised costs for certain activities.
- When a student signs up it might help to offer them a free gift, welcome pack or a membership card as an immediate incentive.
- A membership form will be useful to gather details about your members. You should keep a spread sheet of members' email addresses somewhere safe so you can get in touch with them.

Where to recruit members

- Before term time – ask your department if you can include joining information in any welcome pack they send out to students. They may let you include a flyer outlining the benefits and a membership form
- Departmental registration – ask your department if you can recruit members during registration of new students at the start of the year.
- Freshers' Fair – this is the event which students go to in order to join societies. Organising a stand here is an excellent opportunity to recruit new members. As the event is often very early in the new academic year you will need to make plans ahead of term time.
- Events – your events are another opportunity to recruit members. This might be during promotion of your events or with a stand at the event. Ensure your first event of the year is inclusive and a way for members to get to know each other. If a success then members are more likely to attend future events.

Remember that if you register your BioSoc with the Royal Society of Biology your members will get a discounted rate on our student membership (£12.50 rather than £15) and we can provide you with some free materials, such as giveaways, promotional materials and/or career resources.



Abertay Biomedical Science Society (ABS) tweet this picture from their 2013 Freshers Fayre

@ABS_BioSci: "Freshers Fayre Prep @Society_Biology @SocGenMicro @AbertayUni pic.twitter.com/NQIUkyIU"



Reading University Biological Sciences Society talk to potential members at their 2012 Freshers Fayre