

ASUPER FAST METHOD TO

# GET NEW ACTIVE MEMBERS

WITH LITTLE EFFORT

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UNDER NETCOMMIE FRANCESCA ZORCOLO

From AEGEE-Napoli, with love

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## WHO'S THIS BOOKLET FOR?

It's for every local who still doesn't actively look for new members willing to join as organizers from day 1. PR and External Relations Responsibles of such locals should read it. HR Responsibles should be made aware that such a tool has been put in practice, as they usually have the task to complete the process.

I tried not to use any jargon, to make this booklet as accessible as possible to anyone without any prior knowledge of marketing, advertising and copywriting.

This strategy has been thought to target Neapolitan students: the effectiveness in your city will be affected by many parameters, like youth unemployment.

## WHAT WILL YOU FIND IN THIS BOOKLET?

This booklet holds a very specific and deeply detailed recruitment sub-strategy to find new people willing to join you as organizers. The content of the following pages is an extract of the much wider Recruitment Strategy Guide: only practical actions to do in order to get quick, useful results, complete with premade materials ready to send.

## WHAT WILL YOU NOT FIND IN THIS BOOKLET?

Here you won't find any kind of theory or preliminary steps. There are no explanations about how and why does it work. If you're curious about the concepts behind, you want to develop your own recruitment strategies, you're looking for some inspiration to renew your recruitment methods, download the full Recruitment Strategy Guide.

## STEP 1: UNDERSTAND WHAT YOU'RE GOING TO DO

This strategy is centred around volunteering in AEGEE as a tool to develop your CV and make you more competitive on the job market to undergraduate or freshly graduated youngsters who are desperate about their empty curricula (these people make the target group of the whole strategy).

**Please accept one thing:** you will not try to be attractive for as many people as possible. You want to attract a specific kind of people, and this idea should lead all your communication. The emails are already written, and there is a section explaining how you should lead your calls, but every other conversation is left to you: so remember that your target is specific, has specific interests and needs, and you should keep this in mind every time you speak to someone from this target group.

## STEP 2: CREATE THE FILES TO SEND

### The email

You will be sending emails to people, asking them to fill a form if interested. Here's the email I sent myself, translated to English:

*[How to enhance your CV and have an edge in the job market]*

You are a student or a freshly graduated youngster, practiced next to nothing and your CV is empty? Or perhaps... there's something in your CV, but you feel you're lacking the experiences that could make you a super hot professional: for example managing a working team, or keeping the budget of a real project.

Don't worry: many of us are in the same position. The solution exists, and is quite funny too.

I'm going to show you some numbers:

- 67% of AEGEE members find a job within 3 months after graduating.
  - 95% of former members say AEGEE prepared them for the job market.
  - 80% say AEGEE directly helped them in finding a job.
  - 31% holds a position as manager, while 30% works or worked in an European institution.
- (source: internal survey by AEGEE's official magazine Key To Europe - <http://www.aegEE.org/press/publications/key-to-europe/> )

AEGEE is an international, non-for-profit, non-partisan student association made of 9000 students in 150+ European cities. Here is the map of our network:

<http://www.aegeenapoli.unina.it/>

By joining AEGEE you may cooperate with other members in running international projects; this way you can learn how to face logistic issues, how to keep the accounts, how to create engaging activities, how to manage a team. You may visit the European institutions staying in the AEGEE House for just 10€ a night.

By joining local and everyday activities instead you can learn how to set up and run an online advertisement campaign, how to organize and promote events, how to develop your relations network.

The membership fee is just 20€ a year. If you're interested in cooperating with us, fill the following form and we'll get back to you:

**LINK TO FORM**

P.S.: do you think it's complicated to join something new that you don't know at all? Then read this experience:

“When I joined the associative world, I was utterly confused. The only clear thing was that people around me were organizing cool stuff, conferences, cultural exchanges and much more, they were having a lot of fun together with students from all over Europe and I thought I wanted to do the same.

But I realized it wouldn't have been easy. So I began working with this people who were organizing cool stuff and I learnt, enjoying my time as never before in my life.

I acquired the state of mind and competencies that today let me organize successful international events, even outside my city and in places I don't know, because problems and solutions are always the same.”

Roberto Rossetto (facebook profile: <https://www.facebook.com/roberto.rossetto.37> )

Roberto joined AEGEE in 2016; as of today he's vicepresident of his local and he recently submitted his first international project for a grant from the European Commission. Roberto kicks himself every day, because even though he was interested, he waited almost 2 years before becoming a member!

If you don't feel like kicking yourself everyday as Roberto does, fill the following form and we'll get back to you:

**LINK TO FORM**

P.P.S.: if you've got any question, text us at **MAIL ADDRESS** or call us at **PHONE NUMBER**

You may adjust it or just translate it as it is; of course, you must change at least the red text. You will find already translated versions in **Annex 1**, which will be updated as more languages become available.

## The form

It should include the following fields:

- Name and Surname
- Email address
- Date of birth
- In which municipality do you currently live?
- Phone number
- Job ("Student" or "Other")
- What do/did you study?
- Why would you like to join AEGEE?
- What are you mostly interested in?

*options I used:*

- To organize international events (cultural exchanges, conferences, training courses)
- To organize local events (seminars, conferences, parties)
- To understand how to daily run a Non Governmental Organization
- To learn how to speak in public
- To join cultural exchanges abroad with over 9000 young people from all over Europe
- To develop your network of connections
- Other

All the fields should be mandatory. In the beginning, the "phone number field" was not mandatory in our form, and the "municipality where you live in" was absent. People who didn't give their numbers spontaneously were very hard to get in touch with; we realized it's better to have perhaps less answers (because some people will not want to give you their phone numbers), but being able to call every single one of them. Regarding the place where they are living, it ended up being the first question of every call, since we got answers from people living 50, 100, 150 km away from Napoli. Some of them were even redirected to other locals.

The key field is "Why do you want to join AEGEE?", as it totally changes the perspective: now it's people telling you why they want to join, not you explaining!

## STEP 3: BROADCAST YOUR EMAIL

The difficulty of this step depends on how strong your External Relations and PR departments are.

Possible channels to use:

- **Your own mailing list of people interested in AEGEE.** If you don't have one, begin building it today. You should always ask for people's emails when you make a local event, a presentation, an info desk.
- **Public university mailing lists.** In Napoli, every student has an institutional email address, and there's a procedure to broadcast an email to every institutional address. If your university gives institutional email addresses, ask the office running the mail system whether you can broadcast a message with an useful opportunity for students or not. If they say NO, come back supported by a professor.
- **Department mailing lists.** You first send an email asking for support from Department and Courses Coordinators, explaining what AEGEE is and why the opportunities we promote are important for students. Underline our non-for-profit nature. If there are many universities in your city, it will be easier to have access to departments belonging to the university where your AEGEE local is registered, but you should also try with other universities. Pay attention to specific majors like "Marketing for tourism enterprises", "Management of international organizations" or stuff like that, since those students should be more interested than others in building some experience by volunteering in AEGEE.
- **Other associations mailing lists.** There are many students' associations who are not AEGEE competitors; most of them act as political representatives, have a very strong bond with students and an email sent by them would have a huge impact. Just look for other students' associations in your city by using Google, your university's registers, Facebook; then give them a call and send them an email, present yourself and AEGEE, and ask if they would like to begin a cooperation. Meet their representatives in person and become friends!
- **Official and unofficial university press and web press.** Most universities have a handful of news organizations, which advertise opportunities for students amongst the other things; send an email to the editor in chief and give him a call too.

- **Students' internationalization offices.** Every university should have an appointed office and an info desk for students about opportunities abroad. Find them, get in touch with them, make them send your emails.

## How to build strong External Relations and use external communication channels

In general, you should have ready at hand a pdf version of your statute and a presentation (astounding graphics are not required) of AEGEE and of the activities done in the past by your local. Remember that asking for usage of other organizations' communication channels requires credibility, which means being humble, honest, nice, accurate (presentation and statute help all of these). Being experienced is a plus, but I'm sure the history of AEGEE-Europe can make up for a lack of experience from your local.

Then, the thing that makes 80% of your Strong External Relations is just picking the phone and making calls. Actually, most of the apparently unsurpassable issues of a local can be solved by using some guts and calling people. We're volunteers, we do a lot of cool things, we develop a crapload of extremely useful competences. We have the power to turn places alive, to give journalists newspaper materials, to give politicians something to brag about. The main problem of many locals is just shyness.

**Cool tip:** aegeenapoli@gmail.com sounds very cheap; napoli@aegee.org sounds highly professional. Every local owns an alias in the form of LOCAL@aegee.org. If you don't know how to use it from your gmail account, follow this guide: <https://mail.aegee.org/gmail.html>



## STEP 4: FOLLOW UP

This is by far the most delicate part. AEGEE-Napoli got suboptimal results because we wildly fucked up in this section, which is extremely critical since it's the checkpoint where interested people become members.

**How not to fuck up as AEGEE-Napoli?** Make sure you have a reliable appointed person to do this task. Doesn't need to be the most experienced or the best communicator, s/he will learn; the most important things are consistency and availability. This task takes time.

Now you have a list of people who filled your form. You've got their precious contacts, and you have available a lot of information about them.

Keep one thing in mind:

**They filled a form asking "Why do you want to join AEGEE?"**

This makes everything different, compared to the usual contacts you're used to. Here, you're not explaining why to join AEGEE: the other person is doing it for you!

This is possible because you targeted a specific niche, focusing your advertising effort. If you would like to understand better what I just said and improve your skills at developing your own recruitment strategies, download the full Recruitment Strategy Guide.

First: set up a common meeting and send an email to the whole list presenting yourself, reminding them that they filled the form and asking for confirmation. They don't know you yet, so try to use a real meeting room, an office, a private bar room... avoid private houses.

Second: call every person in the list, tell them you sent them an email, summarize what you typed and ask them to confirm their participation. Use this opportunity to clarify something and give the guys more information, since they won't have understood much from the original email where they found the form. It's up to you whether to begin asking for 1 to 1 meetings to the people who can't join the common meeting now or only after they don't show up at the meeting itself.

After mailing the list and having called the people, you will need to manage the replies. Some will confirm, some will say they can't come: give those the opportunity to have a 1 to 1, or tell them there will be a second common meeting the week after (whichever you prefer, but 1 to 1 meetings will be needed most of the times anyway).

## An extremely important note

Don't fuck up with your interested people's mind by giving them lots of unnecessary information! They will be just confused. Let them speak instead, begin your calls by asking "so, what do you know about AEGEE? Did you check some links?". Let them tell you what they're interested in; don't begin shouting how amazing an Agora is.

### Don't give information that hasn't been asked for

Don't waste lines in your welcome email by talking about Summer University - they filled a form to be organizers, not participants! Give them a calendar of your upcoming activities instead, or a list of the kind of activities you organize with some examples from the past.

## STEP 5: ACTIVATION

For this to work, your local must be active itself, or you must plan some activities to involve the new guys. If there's nothing to manage in your local, everything you've done till now will be just smoke in the eyes. You may organize a conference, a short European event, whatever you feel like. If you find it difficult to organize anything or you need advices and new ideas, ask your NetCommie!

Invite the new guys to take part in your organizational meeting. They don't even need to be members yet: but tell them to bring the membership fee with them, because they will want to pay it on the spot.

Make them join the relevant WhatsApp and Facebook groups, both for regular members and organizers. Make them feel part of the family.

**Key point of this step:**remember that people are lazy. People are busy. People forget. Even if they love the idea of AEGEE, they need to be pushed and reminded. They need to be invited to several meetings. Unfortunately, not everybody will be active from day 1.

The key to an efficient HR Management is made of **consistency** and **perseverance**. Right now, while typing this, a cool girl who should have joined the SU Organizational Meeting happening in 1 hour texted me by saying she won't make it. I immediately invited her to our social drinking night, happening tomorrow. And if she won't show up, I'll text her in a couple days to invite her to something else. Sooner or later, I'll catch her. Because she's interested, but perhaps tonight she got invited by the guy she likes. And tomorrow has to go out with her long-time-no-see friends. But again, sooner or later, I'll catch her.

# ANNEX 1 - TRANSLATED EMAILS

## Italiano

Sei uno studente o ti sei laureato da poco, hai messo in pratica poco o nulla ed il tuo curriculum è vuoto? Oppure nel tuo curriculum qualcosa c'è, ma senti che mancano quelle esperienze che farebbero di te un professionista in gamba: per esempio gestire un team di lavoro, o avere la responsabilità del budget di un progetto reale.

Siamo in tanti nella tua stessa situazione, non temere. La soluzione c'è, ed è anche parecchio divertente.

Ti do qualche numero:

- il 67% dei soci di AEGEE trova un lavoro entro 3 mesi dalla laurea.
- il 95% degli ex soci afferma che AEGEE li ha preparati per il mercato del lavoro.
- l'80% dice che AEGEE li ha aiutati in maniera diretta a trovare impiego.
- il 31% ricopre una posizione manageriale, ed il 30% ha lavorato o lavora in un'istituzione Europea.

(fonte: internal survey by AEGEE's official magazine Key To Europe - <http://www.aegEE.org/press/publications/key-to-europe/> )

AEGEE è un'associazione studentesca internazionale no-profit e apartitica, composta da 9000 studenti in 150+ città Europee. La mappa del network: <http://www.aegeenapoli.unina.it/>

Unendoti ad AEGEE puoi collaborare alla realizzazione di progetti internazionali ed imparare ad affrontare questioni logistiche, a gestire una contabilità, a scrivere attività coinvolgenti, a gestire un team. Puoi visitare le istituzioni europee pernottando nella AEGEE House a Bruxelles per 10€ a notte.

Partecipando invece alle attività locali e quotidiane puoi imparare ad impostare una campagna pubblicitaria online, ad organizzare e promuovere eventi, a sviluppare la tua rete di relazioni.

La quota d'iscrizione è solo 20€ all'anno. Se sei interessato a collaborare con noi, compila il seguente questionario e sarai ricontattato:

### **[LINK AL FORM](#)**

P.S.: pensi che sia complicato inserirsi in qualcosa di nuovo di cui non conosci nulla? Leggi questa testimonianza:

“Quando sono entrato nel mondo associazionistico, non ci capivo un bel niente. Vedevo solo gente che organizzava cose forti, conferenze, scambi culturali e tanto altro, si divertiva un mondo con studenti da tutta Europa e pensavo che volevo farlo anch'io.

Però mi rendevo conto che non era facile. Quindi mi sono messo a lavorare con questa gente che organizzava cose forti e ho imparato, divertendomi come mai avevo fatto in vita mia. Ho acquisito la mentalità e le conoscenze che oggi mi permettono di partecipare all'organizzazione di eventi internazionali di successo, anche fuori dalla mia città ed in luoghi che non conosco, perché tanto le problematiche e gli approcci sono sempre gli stessi.”

- Roberto Rossetto (profilo facebook: <https://www.facebook.com/roberto.rossetto.37> )

Roberto si è iscritto ad AEGEE nel 2016; oggi è vicepresidente dell'associazione e ha da poco inviato la sua prima richiesta di finanziamento per un progetto internazionale. Roberto inoltre si mangia le mani tutti i giorni, perché nonostante fosse interessato ha tentennato quasi due anni prima di decidersi a diventare socio!

Se non hai voglia di mangiarti le mani come fa Roberto, compila il questionario e ti ricontatteremo:

**[LINK AL FORM](#)**

P.P.S.: se hai dubbi di qualsiasi tipo, scrivici all'indirizzo [xxxxxxxxxx@yyyy.org](mailto:xxxxxxxxxx@yyyy.org) chiamaci al numero #####!