



## Chapter and SLT Recruitment Plan for Rush Month

This recruitment strategy will help you fill your ranks with motivated students to get more students interested in your chapter and Service Learning Trip. Remember that to be an active member of MEDLIFE there is a requirement of a minimum of 3 recruiting hours per year. This means that if you have 100 people in your club then you have 300 hours at your disposal to help build a larger, more sustainable Chapter.

**Rush Month:** First month of each academic semester (September and January)

Recruitment Plan Summary		
Activity	Description	Responsible
Activity/Club Fair	<ul style="list-style-type: none"><li>Have a table at the school club/org fair</li></ul>	Chapter members
<a href="#"><u>Speak in front of classes</u></a>	<ul style="list-style-type: none"><li>Visit all classes (mostly underclassmen)</li><li>Between 1 - 5 minutes before/after class</li><li>Counts as 1 hour of recruiting</li></ul>	Chapter members
<a href="#"><u>Reach out to other clubs</u></a>	<ul style="list-style-type: none"><li>Minimum 5 clubs per E-Board member</li></ul>	E-Board members
<a href="#"><u>Reach out to departments</u></a>	<ul style="list-style-type: none"><li>2 - 3 newsletters per E-Board member</li></ul>	E-Board members
Coffee Hours	<ul style="list-style-type: none"><li>4 coffee hours during RUSH Month at an on-campus cafe to all interested members to stop by and meet you and learn about MEDLIFE SLTs.</li><li>Counts as 1 hour of recruiting</li></ul>	E-Board members
<a href="#"><u>Promotional Flyering</u></a>	<ul style="list-style-type: none"><li>2 - 4 hours during RUSH Month</li></ul>	Chapter members
<a href="#"><u>Social Media</u></a>	<ul style="list-style-type: none"><li>Make Posts and Stories Daily</li></ul>	Social Media officer
<a href="#"><u>Share MEDLIFE posts</u></a>	<ul style="list-style-type: none"><li>Share posts weekly</li></ul>	Chapter members
<a href="#"><u>Service Learning Trip Meetings</u></a>	<ul style="list-style-type: none"><li><b>2+ SLT info meeting</b> - different days and times to help provide flexibility</li><li><b>1+ deposit meeting</b> - To go through registration after SLT info meeting</li><li><b>1 - 2 Team building events</b> during RUSH month</li></ul>	President/SLT Officer



## **Speak in front of classes**

**Each E-Board member (including committee members) and general members**, must speak in front of all of your classes twice by {{DATE}}. Ask your professor for 5 minutes at the beginning or the end of class or at the end. When you address the class, do the following:

1. Talk about MEDLIFE. Prepare a 30-second elevator pitch about why you're involved in MEDLIFE.
2. **Invite everyone to the Service Learning Trip** (share trip date and location)
3. Invite students to your next event (SLT info meeting, fundraiser, volunteer event)
4. [Share QR contact form](#) for students to scan which is found here or pass around a piece of paper to get student's emails - (name and email, minimum)

## **Afterwards, type up the list or send me a picture**

I will work with {{SLT officer}} to follow up to these students to get them involved in MEDLIFE.



## **Reach out to like-minded clubs**

Each E-Board member is responsible for identifying at least 5 other unique clubs, and presenting at 3. You may choose to speak in other clubs you are already connected to, or check your university intranet **{{{link if possible}}}** for names and contact information.

Similar clubs may include (example):

- AMSA
- Pre-Dental Society
- Pre-Medical Society
- Public Health Club
- International Affairs Club
- Rotary Club
- Pre-Engineering Society
- Social Work Society
- Service Fraternities
- Volunteering/service oriented clubs

### **1. Send your first email (example):**

*Hi (THEIR NAME):*

*I hope you're well! My name is (YOUR NAME) and I'm the (POSITION) at the MEDLIFE Chapter of {{{school name}}}. This year we're planning a Service Trip to (LOCATION) and I thought your members would be interested in the opportunity.*

*When is your next meeting? I would love to come by and talk more about it.*

*Thanks,  
(YOUR NAME)*

**2. Schedule your visits.** Introduce MEDLIFE and speak about the Service Learning Trip (this way club leaders are not worried that you are "poaching" members).

**3. Present at 3 club meetings by {{{date}}} using the same format as speaking in front of classes.**

- a. MEDLIFE Elevator Pitch to include why you're involved
- b. Invite everyone to the Service Learning Trip
- c. Pass around a piece of paper to collect names \* emails



## **Reach out to Faculty Heads / Academic departments**

Led by {{trips officer}}, other E-Board will collaborate to reach out to key departments, majors, and programs. For example, these should include:

- Pre-medicine
- Pre-dental
- Pre-physicians assistant
- Nursing
- Physical Therapy
- Public Health
- Engineering
- Education
- International affairs/development
- Social Work
- Communication
- Environmental studies

**THE ASK:** To access the listserv, newsletter, or other mass email.

*Hi (THEIR NAME),*

*I hope this message finds you well. I'm reaching out because a club I'm involved with on Campus is planning a service trip to (LOCATION) and we'd like to offer the opportunity to students in the (DEPARTMENT NAME). We'd like to get the word out via your listserv, newsletter, or something similar. I'm hoping you can help us with the process, or point us in the right direction.*

*Our Chapter is headed to (LOCATION) on (DATES) to volunteer with the organization MEDLIFE.*

*MEDLIFE is a 501(c)(3) non-profit organization that partners with low-income communities in Latin America and Africa to improve their access to medicine, education, and community development. The organization empowers students and volunteers to become advocates for change by creating on-campus Chapters, participating in Service Learning Trips, and supporting the MEDLIFE Project Fund.*

*Thanks in advance for your help!  
(YOUR NAME)*

### **IF THEY SAY NO:**

- Ask if they can recommend another channel, or connect you to another staff member who could help you reach more students.



**THE CONTENT:** When they agree to let you send something out, or do so on your behalf, you should submit something as specialized as possible to the group you're targeting. You can use the text below as a starting point.

***VOLUNTEER THIS (winter/spring break, summer) IN (LOCATION)***

*{UNIVERSITY}'s MEDLIFE Chapter is traveling to {COUNTRY} and we want you to join us! This is a week-long immersive field experience that provides exposure to dynamic problem-based thinking, as well as an opportunity to learn about medicine, education, and development in a global context. Counts as 40 hours of volunteer service*

*Come to our meeting {{Date and Location}} or email {trips officer email} to learn more about the Service Learning Trip and how you can directly impact partner communities in {{Country of travel}}.*

**SPECIALTY TRIPS:** Reaching out to specific departments about the specialty trips should include a slightly different email.



## **Give out promotional flyers and table**

**Set up a table in zones with high student traffic on campus**, at your student organization fair, study abroad events, or at community fairs.

- Tabling is a great way to recruit new students. This is a chance for students who are already involved with MEDLIFE or have been on Service Learning Trips in the past to share their experiences and passion on campus.

**Give out promotional materials** such as flyers, brochures, QR codes, stress balls, pens, stickers, or water bottles to students who sign-up with their email addresses.

- This will make sure students remember your club and will encourage them to attend meetings and join MEDLIFE. Additionally, if your Chapter has custom MEDLIFE shirts, consider selling those while tabling to make it a fundraiser!

**Draw people to your table with something catchy:**

- "Do you want to visit Machu Picchu?"
- "Would you like to volunteer abroad and serve low-income communities?"
- Enhance your CV by shadowing healthcare professionals in the field!
- "Looking for ways to give back? Get involved in our fundraising and local volunteering activities."

**Display photos or infographics** so you have talking points for people who come up to the table.

**Walk around campus and start a conversation about MEDLIFE** wherever students are hanging out.

- Try offering people flyers that include MEDLIFE's website, your Chapter website, and how to find you on social media. You could even attach little pieces of candy to the flyers.

**Try asking professors if you could leave a stack of flyers in the front of the classroom** for students to pick up. Some professors may be willing to put them up in their offices as well.



## **Social media promotion**

Make sure your club has an active social media presence, this is a free and easy way to reach thousands of people!

↓ [Click here to download the Social Media Guidelines to get you started](#)

### **Social Media Officer:**

- Post daily:
  - Past events
  - Pictures with your members (and tag as many people as possible)
  - SLT info session/deposit meeting events
  - MEDLIFE mission/vision
  - Future events
  - Stories
  - Video testimonials
  - Instagram lives Q&A
  - Instagram takeovers
- Place the trip registration link in your Instagram bio
- Request other clubs to share content (specially about SLT)
- Make sure to respond to your DMs and comments quickly in order to retain as many potential members as possible.
- **Maybe even budget for a little bit of social media advertisements**, such as those found on Facebook, as they reach a wide variety of people.

### **E-Board Members:**

- All E-Board members should follow and promote Chapter and HQ social media
- Share posts (Chapter or HQ) at least once per week

### **General Members**

- All general members should be following both Chapter and HQ social media
- Encourage members to share social media posts on their personal accounts
- If you work on a point system, consider offering a point for participating this way



### Service Learning Trip meetings

All of the promotion, recruitment and social media will culminate in trip meetings. **All E-Board Members should be present in trip meetings, except for extenuating circumstances.**

**{Trips Officer}** should plan at least 1 - 3 Trip Meetings during RUSH month and communicate with the Chapter coordinator of the date and times.

**If your Chapter uses a point system, offer each member an extra point for bringing a friend to any of these meetings:**

1. **Service Learning Trip info session** - General Information about the trip
  - a. What is an SLT and why it's important to go on one
  - b. Activities/itinerary (Show pictures/videos)
  - c. Logistics (Location, Cost, Extensions)
  - d. How to lower cost (Fundraisers, MEDLIFE discount programs)
  - e. DEADLINES!
  - f. Motivation (Former SLT participant testimony)
  - g. Gather interested students contact information through QR code/forms
2. **Deposit meeting/Registration social**
  - a. Everyone who is interested should sign up at this meeting to reserve their spot! Important:
    - i. The deposit is non-refundable
    - ii. Need a valid passport for at least 6 months after trip
    - iii. Need 3 doses of COVID 19 vaccine.
  - b. Trip-goers should bring their laptop and a credit card
  - c. Walk everyone through the registration process. Do it together!
  - d. Depending on how you're booking flights, you can do that now
3. **Flights meeting**
  - a. Previous to the meeting define chosen flight schedules
  - b. Have everyone buy their tickets in the same meeting
4. **Trip team Building / Socials** - Get to know each other, last-minute questions
  - a. Q&A session
  - b. Ice cream, coffee, pizza socials, etc
  - c. Icebreakers
  - d. Helpful Spanish phrases meeting
  - e. Cultural competency training



### Use QR Contact form for recruitment

Present this QR code at all your events to gather interested student's contact information.

**Note:** Each student that scans and fills out the form will get 50 USD voucher for their next SLT  
Find the printable version [here](#)

Join the  
**MEDLIFE MOVEMENT**  
and become a global changemaker!



Scan me to get more info!