

*NSBE Recruitment Day is a global way for NSBE members to get involved in actively fulfilling the mission and increasing NSBE membership.*

*January 24, 2012 is the day to show your NSBE pride: wear your gear and share the NSBE love!*

*\*If your chapter doubles their membership you could win \$500 toward National Convention!*

*\*If you refer 10 individuals you could win free National Convention registration!*

## HOW TO PARTICIPATE

### *Before the event:*

- *Prepare to host a meeting or event where people can learn more about NSBE*
- *Request space to do a table demonstration ("tabling")*
- *Pass out flyers about NSBE and your hosting event*
- *Talk to employers or instructors about allotting some time to talk to coworkers and classmates about NSBE*

## How to put together a NSBE table

### 1. Have Handouts

- NSBE Recruitment day flyers
- Sign-up sheet
- NSBE membership info
- Updates on your particular chapter

### 2. Copies of the NSBE magazine for display

### 3. Three laptops with WiFi

- Two for people to sign up for membership and one for the NSBE slideshow

### 4. Things to attract people

- Candy
- Food (i.e. Baked goods)
- Trinkets

### 5. NSBE signage (can be a poster)



## *NSBE JR Members:*

### *"Show and Tell"*

- *Talk about NSBE to your class/home room*
- *Post NSBE Recruitment Day flyers*
- *Pass out membership information*



## *Collegiate Members*

- *Post NSBE Recruitment Day flyers around campus*
- *Have a table with NSBE info and giveaways on it for people to come by and sign up for membership*
- *Have a slideshow of NSBE happenings on a laptop on the table*
- *Have an evening study event where people you recruit can come together to study- Retention*
- *Hand out literature about the organization*

## Show and Tell

Tell NSBE's story! If time allows, you may show the NSBE slideshow.

**Who:** NSBE, founded in 1975 by six college students from Chicago, seeks to ameliorate the effects of inequality among African American engineers.

**What:** NSBE boasts programs that help African American students develop an interest in engineering as a career path. Our SEEK program exposes children in grades 3-8 to the world of STEM (Science Technology Engineering and Math), NSBE has over \$700,000 in STEM-related scholarships, and our Job Placement Center helps students find jobs in engineering after graduation.

**Why:** As a NSBE member, you join a network of people working together to "excel academically, succeed professionally and positively impact the community." At just \$5, \$15, or \$50 a year, you open the door for job opportunities, scholarships and academic excellence among African American engineering students.



### *Alumni Members:*

#### *"Take NSBE to Work Day"*

- Have a table with NSBE info or e-mail coworkers and invite them to visit the table
- Have a slideshow of NSBE happenings on an available laptop
- Put literature about NSBE in common rooms

### *At-Large Members:*

#### *"Take NSBE to Class or Work Day"*

- Pass out NSBE literature
- Host a "Lunch and Learn" or make a formal announcement about NSBE
- Ask a friend to join

### *All*

- Change your Facebook status to "Our Mission IS the Mission--join NSBE today! [www.nsbe.org](http://www.nsbe.org)!" or post a link to the [NSBE Recruitment Day](#) page
- Get your NSBE paraphrenalia: visit [www.nsbestore.org](http://www.nsbestore.org), [NSBESTuff](#), [College Screens](#), or [Reignmakers](#) to place your order. Order by January 17<sup>th</sup> to receive your items in time for Recruitment Day--most bulk orders take 7-10 business days to arrive.



## Host a Lunch & Learn

A "Lunch & Learn" normally takes place during lunch breaks at work. A selected individual presents information about NSBE. The individual can work ahead of time with his or her company to order food for the event, but it is not mandatory to do so.



### **What you'll need:**

- A room
- Table and chairs
- NSBE literature
- Laptop for a PowerPoint presentation (optional)

## After NSBE Recruitment Day:

- Follow up with the people you recruited--invite them to more NSBE programs and encourage them to attend conferences
- Keep the momentum going by hosting additional recruitment activities on campus
- Upload photos of the event to the [NSBE Facebook page](#)

### What you'll need:

- NSBE paraphernalia
- NSBE Recruitment Day documents: (download from the Recruitment Day page)
  - ☑ Recruitment Day checklist
  - ☑ Recruitment Day flyers
  - ☑ General membership flyers
  - ☑ NSBE JR flyers
  - ☑ Collegiate flyers
  - ☑ Alumni flyers
- Your voice!

