



# INDIANA SADD

## RECRUITING TIPS



For advisors starting from scratch or reigniting school spirit, this list is packed with creative, proven strategies to help you attract enthusiastic members to start or grow your chapter.



## 1. Start with Core Connections

- ## **2. Visibility & Promotion**

- ## 2 Indiana SADD Chapter Recruitment Tips

### 3. Recruitment Events

- **Interest Meeting / Kickoff Event:** Host an informal meeting with snacks, games, and information about SADD's mission.
- **Club Fair or Activity Fair:** Set up a table with sign-up sheets, giveaways (*such as bracelets, stickers, and candy*), and posters showcasing SADD activities.
- **Themed Lunch Table:** Reserve a table in the cafeteria on a designated day, decorated with SADD colors/logos, and have current members speak with peers.
- **Classroom Presentations:** Ask to speak briefly in health, PE, driver's ed, or social studies classes about the chapter.

#### **4. Student Buy-In**

- **Leadership Opportunities:** Advertise that students can take on officer or project leadership roles—many join clubs to build their leadership experience.
- **Cause-Driven Appeal:** Emphasize that members will help prevent impaired driving, substance misuse, and destructive decisions while building safer schools.
- **Fun & Community:** Balance serious purpose with fun—students are more likely to join if they see a positive, welcoming group culture.

## 5. Incentives

- **Giveaways:** Stickers, buttons, or bracelets with the SADD logo can attract attention.
- **Food at Meetings:** Pizza, donuts, or snacks at initial meetings encourage attendance.
- **Recognition:** Highlight members on social media, in school announcements, or with certificates at the end of the year.
- **Regional and Statewide Events:** Share that members have the opportunity to connect with teens from throughout the state at Indiana SADD sponsored conferences, programs, and events.





