

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.



Let's Get This Chapter Started! Recruiting Tips and Ideas

Whether you're starting from scratch or reigniting school spirit, this list is packed with creative, proven strategies to help you attract enthusiastic members and build unstoppable momentum from day one. Let's make your chapter the one everyone wants to join!

1. Start with Core Connections • • •

- **Personal Invitations:** Encourage student leaders or their advisors to personally invite peers whom they know care about making a difference, leadership, or prevention.
- Advisor/Teacher Recommendations: Ask other teachers, counselors, and staff to recommend students who might be a good fit (leaders, role models, students looking for community).
- Peer-to-Peer Ask: Have students who are interested recruit at least one or two friends to join with them.

2. Visibility & Promotion •

- Posters & Flyers: Place eye-catching posters in high-traffic areas (cafeteria, hallways, office).
- Morning Announcements: Share short, engaging messages that explain what SADD is and how to join. Example: "Good morning students! Want to make a difference and have fun doing it? We're launching a brandnew SADD Chapter—Students Against Destructive Decisions—and we want YOU to be part of it! We're looking for students who want to speak up, take action, and support their peers. No experience needed—just a passion for making good choices and helping others do the same. Come check it out on [insert date/time/location]!"
- School Social Media: Partner with your school's social media accounts to share recruitment graphics, photos, or videos from students.
- School Newsletter/Website: Ask to include an announcement or feature about the new SADD chapter.

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.

6. Partnerships • • • •

- Athletics: Partner with sports teams and cheerleaders—student-athletes often care about health, safety, and leadership.
- Theater, Music, and Art Clubs: Invite creative students who can help design posters, perform skits, or make videos for prevention campaigns.
- Community Connections: Collaborate with local law enforcement, hospitals, and prevention coalitions to develop hands-on experiences—such as awareness campaigns or peer-led training—that clearly demonstrate to students how SADD empowers them to lead and protect others.

7. Ongoing Engagement • •

- Low-Commitment Entry: Inform students that they can attend a meeting or event before deciding whether to join.
- **Project-Based Recruitment**: Invite students to help with one specific project (*like Red Ribbon Week, a safe driving pledge, or prom safety campaign*). Often, they'll stay after seeing the impact.
- Regular Communication: Use GroupMe, Remind, or email lists to keep members informed and engaged.

8. Advisor Role in Recruitment • • • • •

- **Be Visible & Approachable:** Show enthusiasm, wear SADD gear, and talk about the club with students often.
- Empower Student Leaders: Students recruiting students is the most effective approach—let them drive the messaging and outreach.
- **Highlight Resume Value:** Remind students that SADD membership can look great on scholarships, college, and job applications.



9. Overcoming Perceptions & Avoiding the "Preachy" Label • • • • • •

Some students may worry that joining SADD makes them look "uncool" or judgmental of peers who engage in risky behaviors. Others may might think SADD is only about saying "no" to parties, alcohol, or fun, rather than promoting leadership and safety. Tip addressing these assumptions:

- Focus on Peer-Led Voice: Emphasize that SADD is student-driven, not adult-run. Let students lead projects, pick themes, and shape messaging.
- **Highlight Fun & Creativity:** Balance serious prevention work with engaging, lighthearted activities, such as games, contests, themed spirit days, art projects, or social media challenges.
- Show, Don't Lecture: Use experiential activities (pledge walls, trivia games) instead of lectures. Hands-on experiences feel less like "being told what not to do" and more like discovery.
- Celebrate Positive Choices: Frame SADD as a group that supports and celebrates healthy decisions, not one that shames people for mistakes.
- **Keep Messaging Real:** Avoid scare tactics. Instead, share relatable stories, facts, and conversations. Teens respect honesty and relevance over exaggerated warnings.
- Promote Benefits Beyond Prevention: Advertise leadership, service hours, resume/college applications, friendships, and opportunities to attend conferences or state events. Also, SADD is an official certifying organization for the President's Volunteer Service Award. SADD members have the exclusive privilege of earning this award by submitting their volunteer hours.
- Build Inclusive Culture: Promote SADD as a welcoming space for anyone who wants to make a difference—not just "perfect students."
- Elevate Student Voices Publicly: Encourage members to share in their own words why they joined (quotes for posters, short videos, or social media clips). Authentic peer stories consistently outshine polished adult messaging.



Advisor Takeaway: Start small, be visible, and let students take the lead. A strong, authentic, and fun SADD culture will naturally attract and keep members.

