



The best chance a University Volleyball Club has to attract new members is during Fresher's Week.

This Guidance Note has been produced to help Universities during Fresher's Week to promote their club and attract new members.

Before the Fresher's Fair

- It's important that your club website / Facebook page is updated prior to Fresher's Week taking place and that all contact details are correct, posters can be put around the University to promote the club, this can be discussed with your AU/ SU team. The key is to be more organised than the other sports teams!
- Members of the committee should also make sure that they are regularly checking their emails prior to Fresher's Week as often new students email wanting information about the volleyball club and how they can try it out.

During the Fresher's Fair

- Your volleyball club is probably competing with numerous other clubs for students' attention, time and money; therefore you need to make yourself stand out from the crowd. Think outside of the box for ideas that make your club look fun and exciting- this could include wearing fun t-shirts, playing with a volleyball, giving people a go with the volleyball, set a volleyball challenge for freshers with a leader board and an incentive prize for the winner.
- Have 2-3 people on the stand at a time so that there are enough people to speak to potential members- make people feel at ease when they come and talk to you.
- If your club has any footage or photos of club social events, competitions and club tours, try and show these on your stall.
- Make sure that names and email addresses are recorded, and that students are given a leaflet detailing the first taster session, where to meet and any socials that may be taking place during Fresher's Week. It is often a good idea to combine a taster session and a social on the same day as this will help to get new students involved with the club.

After the Fresher's Fair

- Ensure that your taster sessions are advertised in as many places as possible, posters, website, Facebook, Fresher's Week guide, student newspaper.
- Hand out leaflets on campus throughout the Week. Volleyball demonstrations have been a successful way to do this at other universities, using a outdoor volleyball net in the SU building or outside around campus where there is a good flow of people walking past. This attracts attention and can get people interested in coming along to taster sessions by getting them to play a bit first.

Ideas for taster sessions and organisation

- Taster sessions provide an opportunity for your club to show what it does; you raise awareness and get people excited. They need to be well organised and good fun. Completing a session plan and ensuring club members helping out are all aware of the session is a great way to be organised and ensure the sessions run smoothly.
- Taster sessions are a good way to obtain contact information for people at the university. If you take their name and contact information when they arrive then you can send them information about joining the club.
- Be prepared for large numbers try, if possible try to run your session on 2 courts- this makes it easier to separate the beginners from the intermediates.
- If you only have 1 court- prepare a session plan before hand which include fun drills where you can host large numbers of people- be imaginative! Nominate a club member to take the complete beginners to one side to be taught the basics of volleyball, these drill do not always necessarily need a net- ensure that they are integrated with the whole group at the end of the session so not to isolate them. You can run 2v2 or 3v3 small sided games over the net- 2 games can be going on at the same time over half a court with the player rotations taking place regularly.
- At the end of the session, take a couple of minutes to thank everyone for attending. Use the time to tell people how they can sign-up (when and where) and when the next session will be.

Running Team Trials

- Have a good idea of how many players you want in your team before you start.
- Get all players attending to complete a form with their name, contact details, level of experience/play/position etc. This will help you to split players so you don't end up with a beginner working with a high level player. Move people around regularly so they hit with other people and make sure you see all techniques on dig/ set/ spike/ serve and finish in a game situation rotating players regularly.
- Those that are unsuccessful in being selected should be signposted to other club sessions and coaching – hand them a leaflet about this and make sure you keep in regular contact with them. Those that are successful should be told what the commitment is including time, cost, matches and training sessions.