

TYPES OF RECRUITING

Internal

Offer Student Incentives

Build Community

Internal Tournaments

Game Nights



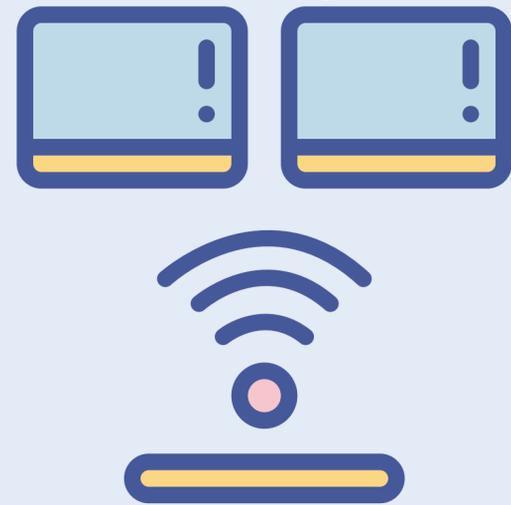
- Incentivize current students to join
- Create a positive community that students want to be part of
- Market program to current students

Network

Friends of Existing Members

Word-of-Mouth

Testament to Program Success



- Students who are enjoying their program will naturally recruit others
- Word-of-mouth recruitment is a high compliment but is tough to get
- Most natural for club program types

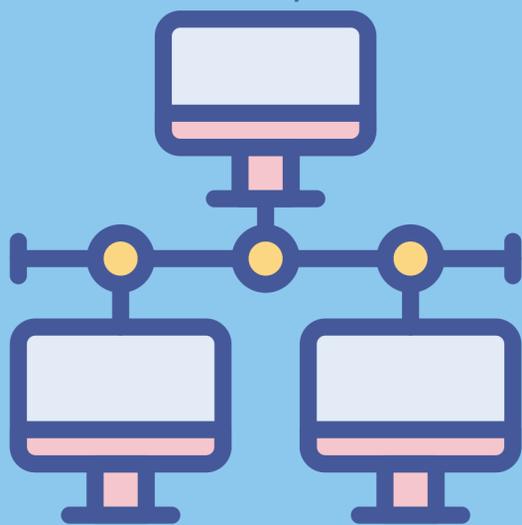
Local

Hosting Tournaments

Meet + Greet

Tours

Camps



- Bringing players in from surrounding area
- Local schools and students
- Strengthens high school pipelines

Global

Results

Exposure

Impact on Culture



- Large Scholarships = Large Return on Investment
- Exclusive to Varsity Programs
- Takes more calculations to determine how much value the player will return