

Quidditch Recruitment:

Guiding techniques and ideas for how to do it and why you want to.

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Introduction / Foreword:

For those of you who don't know me, or what credentials I have for writing this, my name is Ajantha Abey, better known as Aj. I've been playing quidditch since 2014 for the University of Sydney (USyd) Unspeakables in Australia (as well as a year with Bristol Quidditch Club in the UK), and last year I was President and Coach of USyd QC.

At the end of 2016, after fielding two teams with a total around 38 people at Nationals, and more casual people besides, USyd Quidditch experienced a major exodus as almost all of our experienced players graduated or moved on. We went into 2017 with around 17 players in the club total, having lost almost all of our beaters as well. The recruitment strategy we implemented, including ideas inspired by Bristol Quidditch Club's own incredibly successful campaigns, meant that by our first tournament in March of 2017 we were fielding three teams with 40 plus players, and by the end of the year we had maintained three teams to State finals in October and Nationals in December, with over 60 dedicated players, plus the irregulars. Our A team, the Unspeakables, also maintained their 5th place ranking at nationals despite the massive loss of our experienced core. Having started 2017 with less than 20 players in the club, we're set to hit the ground running in 2018 with over 50 players staying on to continue playing with the club.

This recruitment guide document is something I started promising/thinking about a while ago, and now with the new year upon us and the start of the recruitment season nigh, I decided now was the most useful and important time to release this.

Essentially what I want to outline in this document is a guide and explanation for quidditch recruitment - both how to do it, and why you want to. It seems to me that there are lots of clubs out there who have the market and potential to recruit heavily and expand, but just haven't wanted to or can't be bothered. So first, I aim to convince you that expanding from your single team to two teams and beyond is 100% in your and quidditch's best interests. Second, I aim to show you ways to help you do that.

The order is somewhat bizarre and the sections flow through the titles, because I actually wrote most of this in one go, as a continuously flowing essay kind of thing. I added in all the subheadings later to make navigation and finding sections a bit easier. So that's why it reads weirdly. I start off discussing how to create an image, which I would define as passive recruitment. It's not going out and doing anything in particular to recruit, but it's making sure you look attractive if someone happens across you. I then move into active recruitment as you head towards the new season, and in particular, go into an in-depth discussion around my philosophy and ideas around recruitment and retainment by events. Subsequently, I go into a more detailed

discussion of O-Week/Freshers' Fair/etc. and ideas for effective recruitment around that time, as well as more general tips for stalls and demo games, and how to talk about/sell quidditch. Finally, I discuss some recruitment tools such as flyers and business cards and explain the importance and utility of creating a whole culture and identity for yourself around recruitment.

The main caveat to this document is that it comes primarily from my own experiences and strategies in a university recruitment setting - and a very favourable one at that. The success of USyd quidditch's recruitment strategy over the past year has partly been dependent on the fact that we do come from a very large university and have access to a lot of funding from our student union. Nevertheless, many of the principles contained within should be widely applicable. While it is a lot of work in practice, quidditch recruitment (and retention!) is easy in principle - you just have to care enough to carry it through.

I suppose the other main related caveat to this document is that it's very much my own ideas and what USyd used in 2017, but that's not to say you can't do more or different things, or that the strategies outlined here will work as well for you as it did for us. Somethings you may need to modify, somethings may not work, somethings may look great but maybe in reality we just got absurdly lucky and last year was a one off.

Finally, I want to make a note of the fact that some of the things I outline here may seem questionable or Machiavellian. Profiling and stereotyping unfortunately are things that while of course not always true, are ultimately necessary for effective and efficient recruitment. Having a packed events schedule to fill up people's calendars and outcompete other things in their lives seems seditious but as much as a joke about cult culture, you're not forcing anyone into anything, you're just trying to improve your statistics as much as possible and give people as much opportunity as possible. None of the advertising and self-presentation or image generation is meant to be vacuous or misleading - rather, it should be genuine. When you present your club as all inclusive, that is what you should be. When you're being outgoing and friendly at quidditch events to try and bring new people in, you're doing that because you genuinely actually want to get along with them and for them to have a good time. I see my role as President as creating as warm and as friendly and as accepting a space as possible for people to make friends, feel a part of something they're proud of, and play competitive sport, that is available to as many people as possible. It just turns out that that is a highly effective and self-sustaining model.

Part 1: Why you want a #MegaClub

1.1. Managing Expectations

First of all, let's talk about why you want to expand from your one team system. Sure, having one team is great, super manageable number of people, feels like a small, tight knit group of people, super not complicated to organise.

Or is it? The first and biggest advantage I would argue for having a second team is that it helps you manage expectations of all your players, by creating spaces for different kinds of people, and in doing so, also dramatically improves the quality of all your players, especially your top team.

We're all familiar with the complications quidditch brings with the huge diversity of people it attracts. Some of us are super competitive, athletic, care about winning a lot, etc. Others of us aren't as sports inclined, are less competitive, and are just here to play for fun. This creates problems when you have both of these people on the one team. It's frustrating for your competitive players to have to work with players who don't care as much or are less reliable, and leads the latter to being neglected on pitch. It's frustrating for the players who are there for fun who don't get a much pitch time and even when they are, aren't used, and have to deal with the intense attitudes and egos of the more competitive players. It's especially hard in competitive scenarios and games where you want to play your best players to win, but also want to give people game time.

Key point: Managing people's expectations is hard when they're all on the one team.

1.2. Game Time and Experience

BUT, having two teams, you can put your highly skilled and really competitive players on your A team, and your more casual players on the B team. Now people are playing with, for the most part, other like-minded people. Your competitive players aren't worrying about whom they're subbing off for or whom they're passing too because everyone is good and reliable. You're not worried about having to give people game time in tighter games, and even if you can't give someone game time they're the kind of person who cares more about winning the game than their own game time. The people who may not be getting much game time in a one team system are now playing a lot more on the B team, and getting so much more experience and are so much better off as players for

it. Heck, everyone is getting more game time and therefore becoming more experienced and better quidditch players.

And ultimately, isn't playing quidditch what everyone comes to quidditch for? More of that can only be a good thing, and this in itself will only drive up recruitment and retention, where as frustrating games with conflicting expectations will only drive people away - at both ends of the spectrum. This also means your first team can now be made primarily of the really dedicated and competitive players who will pretty much always show up regardless, which means you can even run single team trainings and have a consistent group playing together that becomes much better gelled as a team rather than mixed individuals.

So Key Point: Having 2 or more teams will make your competitive team even better, and help develop your less competitive players by creating more game time for everyone. It will make you a more competitive club, and give you a huge player base from which to draw from in the future, as players retire and move on. (Indeed in our own situation with three teams, we can now move to an A-B-C system where our A team is highly competitive, our C team is more causal and social, but our B team is largely filled with competitive up and coming players who are getting all the experience they need to form the future core of the A team and maintain its competitiveness in the future).

So having more teams will make your club better at quidditch. (Kind of obviously - not just because you can now keep your top team reserved for your best players, but also because recruiting more people will mean you get a higher number of sporty and athletic and competitive people to fill that team, and bring in more varied talent).

On top of this, an increase in clubs with second teams leads to awesome things like two division leagues (this cannot come fast enough in NSW plz) and things like QuidditchUK's Dev(elopment) Cup, which make for much more fun and valuable learning experiences for those teams rather than getting constantly demolished by much older and more experienced teams.

1.3. No Rejecting People / Benefit to Society

Having multiple teams also means that you don't have to say no to anyone when they want to play quidditch. Have only one team but 22 players? That's awkward. Personally, it is my least favourite thing and worst nightmare to have someone come to my club wanting to play quidditch, and saying to them "no sorry you can't, we don't have enough space/only have one team/only want one team". That sucks. Start a second one. Yes there is that awkward gap where between 22 and around 27, you have too

many for one team but not enough for 2. This is why you go all out on recruitment, and leagues need to be flexible in supporting clubs struggling on the brink of 2 teams. You're not going to retain people if you're not letting them play. And you never know the sorts of players and valuable club members they could be if you turn them away at the start. Having multiple teams gives you and quidditch generally so much more space to grow and means you never have to say no.

High recruitment is also going to be better for your club and the sport long term as well. In the first instance, it just gets more people playing sport - which can only be a good thing for society. Exercise and in particular team sports have unique benefits for mental and physical health among a myriad other things, and quidditch has the ability to attract the kinds of people who might not otherwise give that a go - which I personally think is really important.

1.4. The Advantages of Big Numbers

1.4.1. Financial Advantages

But from a more pragmatic standpoint, it also means you have more people in your club. This means you have more people paying membership fees, more people attending your events and buying tickets, more people showing up to trainings, more ability to do things like playing full games, more money, potentially more funding for your club depending on whether your school has a tiered funding system like ours that is based on membership. Having more members means larger events which makes you look popular and cool and exciting and gives you the money to do even more cool and exciting things which all brings even more people in - yay for snowball effects.

1.4.2. Greater ability to take advantage of opportunities

More people in your club also means you can say yes to doing more things because you know you'll always have a couple or a lot of people who will be free and willing to help out. Kidditch birthdays or corporate teambuilding weekends can both be great revenue raisers. Opportunities to do demo games can be huge opportunities for you and for the sport. This year, we've had enough people to be able to say yes to absolutely every opportunity we've been offered, including when the request for a demo game at Open Day coincided with a national team development camp, so most of our experienced players were at that instead. This is INCREDIBLY valuable.

1.4.3. Surplus of talented volunteers

More people also means a surplus of people available to do things with different skills. Not just quidditch playing skills mind - yes you may find a new star keeper or chance across a game changing seeker, but you now also have more people who can help referee, or film games, or photograph games, support on the sidelines, people who come equipped with skills like video editing or graphic design and all manner of different things. Not only has recruitment helped USyd as a club maintain its level of competition at the top level of quidditch in Australia, but it also means that whenever any of our teams are playing we have a huge cheer squad at hand, we have people running support, we have a crazy line up of photographers and videographers, a whole bunch of people with first aid experience, and a huge array of talents beyond. (We will get to why having photographers and videographers etc. is absolutely vital later...)



*Usyd Photographer Line Up at QUAFL17 – taking photos of a Usyd Game.
Photo taken by Lilian Thai, ANOTHER Usyd Photographer.*

Of course, the more people you bring in, over time, means the more people who can take over management of the club, and a larger surplus of people who aren't constantly involved in the day-to-day running of things.

1.4.4. A long-term solution to the volunteer problem of quidditch

One of the biggest problems of quidditch these days is that we don't have enough experienced and dedicated people to run things at the supra club level. Quidditch Australia was run by an understaffed board of 5 people in 2017, casual vacancies are rife in quidditch boards all over the world, and even outside of direct quidditch organisations, side organisations like The Quidditch Post are falling apart from lack of leadership and volunteers who have the time to make a difference. We're all familiar with the volunteer problem of quidditch, and lots of people barely have enough time to help their own NGB, let alone the IQA.

This, in my opinion, has a huge amount to do with the fact that everyone who cares enough to put that much time into quidditch is for the most part still primarily engaged with running and organising their own club. No one has the time to be on the board for their governing body while also running their own club and playing and doing fun side projects like a quidditch podcast or writing articles or running a photography page or something like that.

Bringing in more people to your club means that you have a big pool of talent and ideas to pick from when it comes to electing an executive for the next year, and by the year after, those freshers will be in a position to be largely handling the running of the club themselves. This means that whether you stay with your old club or move on to a graduate community club, you get wave after wave of committed, experienced people who have more time to help out on governing boards. Take Nat Astalosh and Luke Derrick for example, who, having finally been freed from the task of running USyd Quidditch, immediately moved to helping out in QA gameplay, and creating amazing programmes like Nat's referee webinars.

With a larger club, you can free up your more experienced members for higher level supra club quidditch projects. Moreover, having a larger club also makes it easy to create cultures of volunteering and ideas and finding ways to get into different aspects of quidditch (more on this later) that. I'm committed to the idea of creating a culture at USyd that can produce generation after generation of committed community members whose skills and expertise can move beyond USyd to the broader quidditching world. It's also no coincidence that most of Australia's quidditch photographers and all of the quidditch photography pages in Australia are run by USyd people - given the culture of quidditch photography we have created here, made possible by the surplus of individuals with the time and skill and equipment to donate to it. The more experienced players we have who aren't running their own clubs anymore, the more we get things like referee webinars, snitch workshops, quidditch podcasts and articles and news media, photography and videography, documentaries, trading cards, quidditch

equipment suppliers, quidditch event management companies, and so much more - that's not even counting contributing to IQA/NGBs/etc.

1.5. Recap and Conclusion to the Whys of (hyper) Recruitment

So, recap / key points: More people playing quidditch is better for society. It's better for your club financially. It's better for your events. It's a better look for your club (especially when your Facebook event says "30 something people going" rather than "8 people going"). It creates a surplus of people who are going to be able to do cool things for your club and fill up volunteer roles and create new ones. It means your teams will always have supporters on the sidelines. It'll be better for the future of quidditch. And, to reiterate this point in particular, it will mean you get higher attendance at trainings, which means you have a much broader scope of drills and scrimmage opportunities. And it finally means that you get a much richer culture within your club, that you can model as you like.

Hopefully I have convinced you that quidditch hyper recruitment is a good thing. (I say hyper recruitment because I don't mean just the casual have a stall at the freshers' fair/O week, run a welcome session or two, maybe post a bit on Facebook, and hope some people show up to get a couple of new faces to bolster your single team. I mean going absolutely all out on recruitment and pulling out all the stops to bring as many people in as you can possibly manage). Now...how to do it.

Part 2: How to Recruit

2.1. Introduction / Overview

There are several major steps to quidditch recruitment, and it's important to remember that just as important as recruitment is retainment. It's not use if 100 people show up in your first week if only 10 people show up the next time. First of all, it's important to realise that recruitment doesn't start at Orientation Week, it realistically starts at the end of the previous season. Indeed, #RecruitmentNeverStops. Before you think about actively recruiting once semester starts, you need to establish an attractive image for yourself. This largely comes from online media presence and work in the months leading up to the start of the next season. Next comes your major recruitment spree at the start of semester, with all the madness of Fresher's Fair and demo games and come and try sessions. Immediately during and following that comes your retention efforts, with a tonne of events that are designed to saturate the lives of all your recruits, and give them no time for anything but quidditch. Finally, throughout this whole process and especially at its culmination, comes the creation of cultures within your club, especially of recruitment and inclusivity, but also of all manner of other things, so that anyone can find a place in your club.

Social media is a HUGE part of all of this, so a lot of the remainder of this document will be dedicated to how to present yourself there, and quidditch PR in general - many of the ideas here should be attributed back to presentations given by Nic Hirst and Julianne Schillinger at QuidCamp Aus and Norway. Many of my ideas also stem from the kind of things I experienced from Bristol Quidditch Club, which I then took and implemented for USyd back at home. A lot of this is also getting into the head of someone coming to uni for the first time (realistically, your primary target audience), and working out what's going to grab their attention, make them come, and make them stay.

2.2. Off-Season: Building Your Social Media Image

2.2.1. Where and How you Build Your Image, and Why it's Important

So let's start out with how you build your image, prior to the recruitment season. In considering this, it's really important to be aware that your online media presence is how the majority of people find quidditch. Survey results of our own club also found that a majority of those who became our more dedicated members went to the effort of looking us up online beforehand, even giving us a good stalk before being convinced to come and try. Freshers look up student unions and lists of clubs and societies when they're first coming to uni, and quidditch, thanks to its name, will stick out of the list whether they were looking for it or not, and a whole bunch of them are going to click on it. GIVE THEM SOMETHING TO LOOK AT.

First of all, make sure that you have some kind of page on your student union website. And that it looks good and reflects who you are and most importantly, has contact information to your club email (you'd be surprised how often recruits email us first asking for more information), as well as links to your social media, especially Facebook.

Social media wise, I would suggest focusing primarily on Facebook and Instagram. You can rely on pretty much everyone having either or both of those, and both of them are really conducive to photos and grabbing attention and creating stories. Your Instagram should still be secondary to your Facebook though for obvious reasons, and (in my opinion anyway), be more focused on displaying the culture of your club rather than overt advertisement, whereas Facebook can have more official and promotional stuff.

You're going to need good social media execs and you're going to need more than one, because they're going to be doing a LOT of work. Ideally you should be posting more or less every day, or at least every second day. This will work favourably with the Facebook algorithm in getting higher reach and stuff (especially if you make all your members like everything that you post, which you should (c.f. Having more members being good as it means you have more people sharing and liking your social media posts so they get more reach - yay snowballing recruitment!)), but also and more importantly, it shows that you're alive and doing stuff and a really cool club.

(Side anecdote - one of our members who joined part way through last year said they were interested in quidditch a few years ago when they started uni but when they looked it up, didn't see much activity on social media and it seemed pretty dead so they just stuck with basketball. Last year when activity started churning out on our facebook pages, it popped up for them again (since they had originally liked the page) and made

them decide to give it another go. They've turned out to be one of our best keepers this year).

Basically, anytime that you do something as a club, you should be posting about it on facebook. Had a summer training? Take a photo and put it on Facebook/insta. Went bowling as a club? Post about it. Decided to go to see the new Star Wars as a team? Make sure you take a selfie and post it on the page. The other thing you can consider doing over the summer is exec profiles - a single post per exec member that introduces all of the people running your club, says a bit about them and what they do, and why they like quidditch/how they got involved. Now you have a good point of reference for who all the important people in your club leadership are for new members. Later in the year we also ran new player profiles with stories and quotes about how they joined quidditch and why they loved it. Superb recruitment/image idea.



One of the above-mentioned images for our New Player Profiles 2017

If you want to get more of an idea of the sort of things you can post about and how you can present yourself, as well as writing and presentation style etc., have a scroll down the photos page on the USQC Facebook page. Note that the graphic design from around November 2017 gets dramatically better because Tegan Diep largely took over from me on that front, and they are vastly more skilled than I am. See – recruitment. More skilled

people. Is good. And now I have so much more spare time...to write recruitment guides apparently.

2.2.2. How are you trying to come off in your social media image?

All of this is to make you look/should be designed to make you look...

- **Diverse.** Make sure you have a good spread of different kinds of people, different genders, different ethnicities, across all your photos and profiles and posts. This will not only make you more relatable to a wider variety of people and bring more diverse people into quidditch (because let's be honest, quidditch NEEDS more diversity), but it will also make you seem more inclusive. Which is going to make someone more likely to feel ok about coming to quidditch and giving it a try.
- **Welcoming/Accepting/Inclusive.** This is more on the first point, but in particular, you want to make sure that there's content on your page for everyone. Showcase the crazy and brutal tackle aspect of the sport with photos of players covered in mud and dirt pulling off tackles, while also showcasing the fun and social side of your club, going to movies or the pub or just hanging out at someone's house or whatever. Make sure you push the point that as a club you are welcoming of absolutely everyone. Make that your headline. (Anyone who keeps an eye on our social media will see the repeated use of "All Genders, All Abilities, All Welcome" on tonnes of our stuff, as bylines and hashtags).
- **Fun.** Above all, when someone looks at your social media, you want them to be thinking "hey they look like they're having a good time, that looks like something I want to be a part of". We all say that our teams and our clubs are like our families. Show people that. Show people how much fun they can have not only playing quidditch but also with their quidditch friends, and the kinds of amazing bonds and experiences they can make in your club. The majority of people who joined USyd quidditch in 2017 joined because they wanted to meet new people and make new friends. That was the single most popular response to "Why did you join quidditch" on our EOY survey. Get in the head of a university fresher - they're entering this whole new world and probably don't know very many people, maybe no one, and are looking for new people to meet, a new group to join, a space to find a place in. Show them that you can give them that.
- **Awesome/Cool.** Obviously one of the biggest draws of quidditch, the name quidditch, it also one of its biggest deterrents. People see the name quidditch and think nerds running around in cosplay. Prove them wrong. Have photos and videos

of quidditch that make you look awesome. Show people that quidditch is actually a fast paced, full contact, really intense sport (that is still open to all kinds of people - diversity is especially key here!). Complement images of gigantic rugby players ending people's lives with slim agile players dunking an alley or making a beat or whatever. Make sure you're using images that show an array of different people (maybe across several images) that make a viewer forget that you all look ridiculous with a stick between your legs and make their first impression be 'woah that looks cool, I want to try that'. [are you now starting to realise how important good quidditch photography is? >.>]. You especially want to run this line on any actual competitive achievements your team makes. Did you win a game? Do something particularly impressive in a competition? Cause an upset win? Come a good place? Win some silverware? Milk that for all its worth. Show that you're not just a bunch of friends hanging out, but you're also a well gelled group of athletes who can actually win stuff.

- **A mixture of comedic while professional.** Bristol Quidditch Club's facebook page through 2015 and 16 was a great example of absolutely hilarious nonsense that would have made little sense to the uninitiated viewer and told them little about quidditch, but nevertheless gave an impression of a group of people who were having a lot of fun. A NGB's facebook page by contrast, is generally super professional and restrained, with lots of information about quidditch and probably cool photos and videos and so on, but probably little of the fun side of things. Over 2017 I tried to strike a balance between both of these, and it seems to have worked really well for our club brand, and it's what I'm going to recommend to you now. On the one hand, you don't want to make yourself or the sport look like a joke. You want to seem really legit, like you take yourself seriously (but not too seriously/over the top), well run, and professional. Make sure that there's enough neat and professional content (through the combined nature of your graphic design and writing style) that people take you seriously. On the other hand, you still want to look casual and inviting and fun. You want be posting jokes, making memes, having friendly banter with other clubs on social media, and showing that as a club, you have some kind of particular culture.

Woman: help, this man is dying.
Does anyone know what I should
do?

Me: You should come out to
quidditch practice this week
on thursday and friday from
2-5pm in Vic Park,
it's really fun



Random meme I made for the USQC public page to announce training times.

Even use in jokes - the point is not that the outside viewer will understand them, but that they will recognise it as some kind of inside reference and interpret it as part of the fun culture of your club, and maybe make them want to find out more. Show people that you're an ingroup, and have a culture, but not one that is exclusive, and that this is a group that they can be a part of too. Hashtags are a particularly great place to make random jokes and in jokes and bring out the silly and fun side in an otherwise professionally toned post (and anyone who's been following the USyd quidditch page over the last year will have seen that I intentionally made excessive numbers of hashtags part of our brand for this purpose).

2.2.3. Other Considerations / Ideas

These are the considerations you should have when you're creating your social media image. You're creating something that a potential recruit can come across by chance or look up when they're researching your university, and making sure that there's something there that they'll like the look of, no matter who they are. Especially important is taking absolutely every opportunity you have to post something and be relevant, and using it. Any kind of event you run, take photos and post about it. Did

some of your players attend something? A fantasy tournament? A state rep game? Post about it. Run a kidditch birthday party? Post about it.

Even posting about achievements of your players that aren't necessarily quidditch related can be really good. For example, one of our players this year was a national triathlete and won a gold medal at the world championships in aquabike. While this has absolutely nothing to do with quidditch, posting about it on our page meant that we not only got to showcase an incredible achievement of one of our players and improve our credentials as a sport with serious athletes, but it also allowed us to celebrate and support one of our new recruits and show that they and their achievements were valued by the club - and present this sentiment to the rest of the world as well.

2.2.4. Essentials of Facebook Social Media

Here are some essentials of posting things on your page that I've learned over time through experience/quidcamp workshops:

- **Post regularly.** At least once every 2 days.
- You need a **picture with EVERY post.** Let me say that again. EVERY post needs a picture. No plain text posts. They're boring, off-putting and way too easy to just scroll past. Make sure you have a picture, ideally make it eye catching, and ideally put a couple of key words or points from your text on the image - a simple headline or title will do. This means your text can be detailed if someone wants more information while the key points are portrayed on the image.
 - Make sure your pictures are good/high quality
 - As per above, make sure you have a diversity within/between your pictures and make sure they also look cool
- Have **text on images** - reiterating this, as while it isn't as necessary on social posts, it is absolutely necessary on advertising, especially for events. You don't want people combing through text for information about what/when/where your come and try session is or whatever it is you're advertising. You want someone to be able to glance at your image and, in a few seconds, see that there is a come and try session for quidditch at Victoria Park at 3pm on Thursday 5th March and that they are welcome. You can have all that and more information like what to bring, what to expect (include this. People are more likely to come if they know what to expect as opposed to not knowing what they're getting into and therefore maybe feeling uncomfortable with it), how to get there, links to events, etc. in the text. But make sure the basics are all easily digestible on the image.



Facebook Page Ad, and Cover Photo for Open Day Demo and O Week Demo Game respectively.

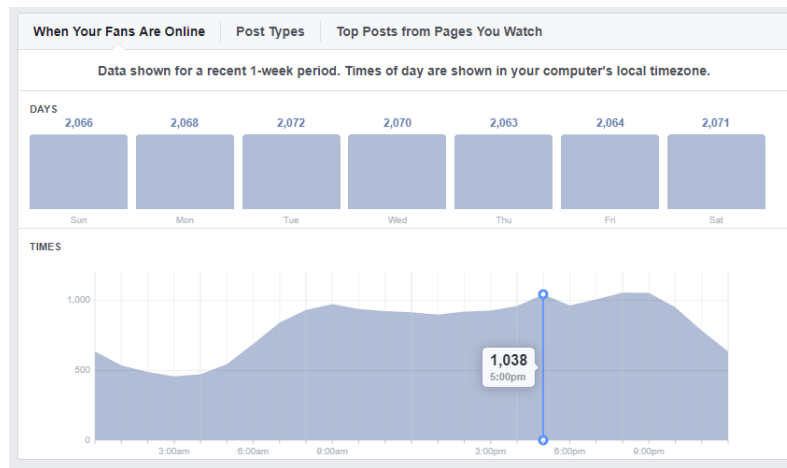
- Always keep your **target audience** in mind. What do they want to see? What can you show/how can you present something in a way that will make it look desirable or attractive to them, and more importantly, accessible to them? Show them that. Keep hammering home the message that what you're doing is open to them as well.
- Hack the Facebook algorithm. This is simply done by
 - Having **consistent output**
 - **Making all your family and friends and clubmates like your page and like your posts.** Even better if they react to it. Even better by miles if they

comment on it. The more likes and comments a post gets, the more it gets seen.

A side note on **facebook targeted advertising** - this actually costs money but in the general scheme of things, is pretty cheap, especially if you get money from your student union or whatever. I've found it to be extremely useful in the past, especially if you get your targeting right. Don't advertise pictures of brutal muddy tackles to harry potter fans. Don't advertise your harry potter trivia night to hardcore sports fans. Do promote your events using location targeting. Make sure your ads are popping up to the right people in the right places. There are endless settings for this. Have a play around with it. The main advantage to this is that now your posts are being seen by people who might be interested in you but haven't already liked your page, so you're getting way more reach. We'll talk more about methods of outreach later after we've finished talking about how you create your image, but I thought this note would be relevant here (though it's worth noting that I wouldn't bother with paid advertising until about a week before a week starts at the earliest). Advertising events as well such as your demo game or come and try session is a good place to start. It's probably also the case that if you give facebook your money they'll give you more time on people's feeds. You are now a slave to the algorithm. Embrace your new master.

- **Videos are good** - especially since on facebook they now start auto playing. Highlights videos are especially good for showcasing how cool quidditch is and making your players look awesome and creating a 'hey that looks like something I want to try' kind of thing. Again, diversity is key here.
- **Timing** of your posts is key, both strategically and tactically.
 - If your players did a thing, post something close to the time, ideally on the day or the day afterwards so its still relevant and people are still emotionally engaged enough to go and interact with it.
 - If you're trying to advertise an event or something that you want people to come to (this could apply to a come and try session, a trivia night, or even just a tournament that is coming up)
 - Post about it at least a week in advance so that people are aware it's coming up and can plan ahead. (But not so far ahead that they're going to completely forget about this random thing happening in a month's time).
 - Maybe mention it in another post about something else a few days in advance, as a subtle reminder
 - Post about it explicitly again the night before, to make sure no one has forgotten and now it's close enough that they won't forget.
 - Post about it again on the day, just before you start; make sure people know where you are, etc.

- Post about it again the day after, as a recap - Tell everyone how much fun it was/how well you did, and have photos showing it, just so anyone who didn't come knows what they missed out on, so now might come to the next one.
- Make your posts at the time of day when they're going to be seen by the most people. Usually this is in the early evening (around 5-6pm), but you'll be able to see exactly when this is on your facebook page insights.



Screen Grab of our Facebook page insights for times when people are online

- **Spell Check and Proof Read.** There's a difference between looking fun and casual, and coming off as sloppy.

2.2.5. Recap and Final Thoughts for your Image

Hopefully that gives you a good introduction to how you create an image. Obviously, every club has its own culture and everyone is different, so maybe you want to show something more true to your own club. That is fine, good even, and every club is different and may be after different kinds of people (The target audience of a graduate community team for example is probably not first year uni students). Essentially what you're trying to create here is something that is readily stalkable, and that looks really good to anyone who's reading up on you.

If you are a university team who wants to recruit as much as possible though, this is how you go about setting up your image, at the core of which has to be diversity and inclusivity (and realistically, the latter of those is one of the core values of quidditch anyway). Maybe you will be wanting to be more selective in your recruitment, aim for more sporty people, avoid the Harry Potter 'capes'. Frankly though, if you're a club that's on the brink and NEEDS players, or if you're a club that does want to go all out on recruitment (lots of fun, lots of advantages, see above, would recommend), you can't

afford to say no to anyone, and you want to spread your message to as wide an audience as possible. And you never know, one of those kids who only joins to be able to talk about Harry Potter and doesn't actually want to play quidditch may eventually end up playing at the state level and internationally and coaching and leading the club down the line and becoming one of the foremost photographers in the sport, among other things. Maybe.

Anyway. Enough self-indulgence.

2.3. Active Recruitment: Events & Related Social Media

2.3.1. Target Audience – First Years

Now the season is starting soon, semester is beginning, and if you're a university team, that means Orientation Week/Fresher's Fair/Whatever thing you have. This is where, in addition to just caring about your image, you start actively advertising and going for outreach as well. This is where recruitment goes from passive to active.

As a side note here, especially as a university team, your main target audience should be first year students who are just starting out at uni. Obviously, this is not to say don't recruit widely, but you should be focusing on first years (as the rest of this document will for the most part). There are a bunch of reasons for this, and you should keep this in mind, because it is a significant determinant of your recruitment strategy:

- First years are coming to uni with few or no friends nor any group that they're a part of. And they're looking to find a way to get into UniLife™. They're ACTIVELY LOOKING for something to do/a group to be a part of. This makes them readily recruitable.
- First years actually have time on their hands. They're not already involved in other clubs and they haven't gotten to the point where their subjects are actually important and they have to start caring about actually studying. You can supply them with things to do.
- First years have their whole uni career ahead of them. That's probably at least three years, if not more. If you get them now, think about how much time that is for them to develop into an experienced, competent quidditch player, and someone who can take on leadership roles down the track and carry on your club once you're gone.

2.3.2. Social Media Promotion

Anyway, pre-o week recruitment process. Again, this process starts on social media. You're still doing your usual showcasing of your club and creating an image, but now you're specifically posting things like explanations about how quidditch works, and advertising the kinds of events that you will be running as a club over the year. What do you do as a quidditch club? When do you do it? (Side note - your training times and location should be REALLY SUPER CLEAR AND EASY TO FIND on your facebook page. Ideally in your page description/about section, as well as on your cover photo or something). People want to know, especially as they research you as you approach O week. Tell them. Have professional looking posts that talk about the kinds of events you run, the opportunities people have to play quidditch, etc. We ran a series of posts over

a week with each day highlighting a different position in quidditch and how it worked/the general rules for it, as well as a day for basics of the game, tackling, and non playing roles people could take in the sport as well. This then became a useful series of posts to refer to whenever anyone asked about the rules, or that we could post in come and try events. Speaking of...



One of our “How Do I Quidditch” explanation posts. Find the rest in an album on the USQC Facebook Page.

2.3.3. Recruitment by Events – An explanation

Your social media is now not just advertising you as a brand. It's now advertising specific things that you've got going on. For O week and for week 1, you want something happening basically every single day. Events are your biggest friend for recruitment. You're going to need a LOT of them. Along with your social media presence, you need an actual real life presence for people to get involved in, for you to advertise, and to actually live up to the reputation you made for yourself. You're going to need a good events manager (or preferably 2) because you are going to have a lot.

Here is my philosophy of recruitment by events. Again, we're going to run with the average profile of a person who is coming to uni for the first time and is looking for things to do and groups to join and, especially at the period at the start of uni, has a lot of free time on their hands. The start of the uni year is when kids are going to be at their most active in terms of going out to events, trying new things, trying to meet new people, etc. because that's the culture. Therefore it's when they're at their most recruitable. I only have anecdotal data for this but it seems clear that O week events

and such are dominated by freshers as opposed to second or third years who have already found their cliques. Think about how many clubs and societies the average first year joins, as opposed to the average second or third year.

In first year, you've probably scanned down the list of clubs and societies, researched a few, noted all the ones that look cool, and joined anything between 5-20 of them. In second year, you probably joined only one or two, maybe three. This is because, of course, despite joining a tonne of clubs in first year, you probably never even went to half of them in the first place, you probably went to events for less than half of those and then in one or two of the first ones that you went to, enjoyed yourself or made a friend or met someone who suggested a next event for you, and then you went to that second event, and then a third, and you made friends in that group and then you pretty much spent the rest of your year and then time at uni with those 1-2 groups. (Obviously there are lots of things that could intervene in this process but this is the ideal we are going for).

Few to no first years come to uni going "I'm going to join club X and it's going to take up all my time and I'm going to be really dedicated to this one thing for the next three years". That happens by chance. Your goal, in recruitment, is to improve your odds as much as possible by treating other clubs at your school as competition for the potential recruit's time and making as many people spend as much time with you as possible, as opposed to on anything else. You create as many opportunities as possible for any and as many first years as possible to get involved in quidditch, make friends in quidditch, and while doing so, not get involved elsewhere. This is where events come in, and especially the absolute torrent of events you should be running during O week and weeks 1-2 - the critical period.

The idea with events is that you want to absolutely saturate people's calendars and facebook event feeds with quidditch events, so that all their time gets taken up by quidditch, early. You want to maximise people meeting each other and making friends and spending time getting locked into quidditch, and you want this to happen early. You want as many events on as many days as possible to maximise people's ability to attend at least one or two and avoid clashes with other things in their lives. If you hold a meet and greet on Wednesday evening, you're going to miss out on recruiting almost everyone who had someone on on that evening already. Therefore, hold multiple meet and greets, hold multiple come and try sessions, etc. Ideally you want to hold something every day in week 1, and most days in week 2.

A day without a quidditch event is a day where a potential recruit can be attending the event of another club, making friends there, and then deciding that they might not bother going to quidditch tomorrow because someone they met tonight is telling them

to come try this other thing. In particular, the later you start running events, the more time you give people's attention to be distracted by something else first. Start early.



USQC Facebook Page Cover Photo during February/March 2017

2.3.4. Keys to Recruitment Events

Of course, you can't just hold events and expect that to be a winning solution. The events need to actually be good enough for people to want to come back, rather than going and trying something else. People need to actually have fun and make friends. There are lots of important and easy ways to do this, and lots of key things that need to happen.

- **The event needs to be well publicised from the outset** - people need to know about your event to go to it in the first place. Obviously. This is where all your promotion on facebook comes in. Posters and signs on the day wouldn't go awry either. Here, you have two target markets:
 - People who are already interested in quidditch and looked you up beforehand and have planned to make time to come to your event and check it out/see what it's all about. For these people, you're advertising early and giving them a date and time to set aside. They're the easy ones.
 - There is a subgroup of this group who are interested in quidditch and probably signed up during O week but are disorganised. They need a reminder that your event is on close to the time. Here is where emails are good, as well as advertising on your facebook page on the day/close to the time.
 - People who aren't necessarily that interested in quidditch or may not have even heard of it, but are just looking for something to do today. Loads of people are looking for things to do and events to go to during O week and the first couple of weeks of uni. If your event pops up on their newsfeed or in their events feed on facebook, if you publicise yourself

well, there's a good chance that they could come if they see something that attracts them there (beyond just the name quidditch, e.g. Free food or alcohol. See below), or news just spreads along the social grape vine by word of mouth. In this same line, a sign nearby your event pointing people in that direction that says something simple like "quidditch meet and greet; free pizza!" will bring droves. Nothing attracts first years like free pizza and alcohol.

- **Your event needs to look good.** Sure, it's great if people see your event on facebook or whatever, but no one's going to be attracted to an event that says "5 people going" or something like that. When you make your facebook events, make sure absolutely everyone in your club has clicked "going" on it, regardless of whether they're going to be able to make it or not (if you want to gauge actual numbers of your members who can show up, just create a poll in your private facebook group). Not only does it look way way better, but the more people clicking going means the more popular facebook thinks the event is, which means the algorithm starts showing it to more randoms or friends of friends with the classic "Courtney Buckley and 40 other friends are going to USyd Quidditch Meet and Greet" or under lists that pop up like "here are popular events happening near you". Get yourself on those lists.
 - The other obvious way to make your event not only look not boring but actually attractive, is by offering free food and/or alcohol. Try and get funding for this if you can, if you can't, worth spending a bit of money on, even if it's just a couple of jugs or a couple of \$5 dominos pizzas.

So now there are actually people showing up to your event. Now you need it to actually be cool, and for people to enjoy themselves. There are two fundamental and and super important aspects to this.

- **You need actual existing club members or just other people to actually show up to your event.** It's all well and good for it to look great on facebook with 30 people going, but if someone then shows up and there are like 5 of you there, it's gonna be real awkward, and they're just going to back away slowly, make an excuse, and run off to ultimate frisbee. This is where the whole of your existing club needs to get involved in recruitment, simply by showing up to stuff, and making it look like you're actually a big cool bunch of people. In some of your cases, there may actually be only 5-10 of you available. Which is unfortunate. Therefore - bring friends, bring family, bring random strangers you met at the park, bring your dog (actually, definitely do this, 100/10 recruitment strategy). And more obviously, invite other quidditch people to come and help you. Admittedly this is not going to work in a lot places where there's only one

quidditch club per city, but in places like Australia where we have almost 10 clubs in the one city, post in your regional group, invite other quidkids, and get them to help you out. Reach out to your old and retired members to come and help out, or just show up for a drink and catch up. Recruitment and the growth of local clubs is in everyone's interest. Go and help out other clubs with their events and they'll help you with yours. If you don't believe that, please go and reread the first part of this document. If you're at the event of a different club and you get asked by a potential recruit for them why you're there if you don't play for them, talk about the quidditch community and how even though you don't play for this team they're a great bunch of people and you're friends with loads of them so wanted to be here anyway, also because it's fun and who doesn't want more quidditch in their lives.

- **Everyone there needs to be friendly and needs to know how to talk about/sell quidditch.** Essentially, what's going to make a recruit come back to event number 2 is that they had fun and made friends/met people whom they liked at event number 1. Therefore, you have to make sure that they actually have fun, and make sure they like you. This isn't something you can really design or plan for or teach, but it is something you need to encourage everyone in your club to be doing - rather than standing around chatting amongst themselves, make sure they are actively going out, looking for the people who look awkward or lost or don't have anyone to talk to, and saying hi to them, introducing themselves and get chatting to them. This is where having a Courtney Buckley or a Tom Ower or someone like that in your club is great.

Nevertheless, talking to someone at a quidditch event is easy - your icebreaker is obviously that you play quidditch, and then you just talk about that - and that's something that all of us can do for years on end. (So on that note, don't overwhelm them, and try to take some kind of interest in them and what they're actually interested in and looking to do at uni. But also talk to them about quidditch because that's ultimately the whole goal of this exercise). Your goal at any event is for someone to go away thinking "quidditch sounds kind of interesting, maybe I could give that a try", but more importantly, "hey I met some cool people tonight, I wouldn't mind hanging out with them again". The quidditch part is relatively easy, quidditch is inherently interesting because it's so weird and you can easily develop a spiel that you use to convince people to try and come to quidditch (more on how to talk to recruits about quidditch later and convince them to join your club later). But the making friends, as cheesy as it sounds, is the easiest way for people to have fun and get locked into quidditch and come back again for round 2. Yes, being outgoing and friendly and enthusiastic and excited and welcoming is exhausting, and yes you will be dead

by the end of the week, but even if you only get half of the 40 people who show up to your event coming to try quidditch, that's a new team right there. And there are plenty more events in the week to get more.

- Now that you've had people show up to your event and it's been a success, **FOLLOWING UP** is really important. If someone comes to your meet and greet and is interested in quidditch, but you come and try isn't until next week, you've probably lost them. The intervening week will grab their attention with something else, and you're unlikely to see them again. This is where event saturation becomes important. If someone comes to one event, enjoys themselves, and wants to come to another thing, and it's tomorrow, there's a good chance that they'll come to that, or the one the day after, and you then they can spend more time with now familiar faces, making friends and getting more keen on quidditch, and more importantly, not becoming more keen on other things. To make sure this happens however, your social media and promotion needs to be on point again. Use email to remind people who turned up to your first event that there are plenty more things to come to. Have flyers at your first event so that people know about the following ones and where to find more information. Obviously post on facebook but also post reminders about upcoming events in the event pages of your previous events so that anyone who attended those gets notifications popping up about other things they could be going to. Stick links to other events in descriptions of all your events. And make sure that at the actual event you're like "hey why don't you also come along to this other thing at this time? Oh you're busy then? How about this time? Or this day? Or literally any day because we have events every day so that we can take over your entire life with the cult that is our quidditch club?" Or something like that.



Image for a post O Week follow up thing on the USQC page

If anyone from USyd Quidditch 2017 is reading this and ever wondered how quidditch became their whole life in 0.02 seconds....this is it.

2.3.5. Events Scheduling and Purpose Later in Semester

It's largely up to you to develop your own events schedule, depending on what you can manage and how your local league dates work and so on. First week you want lots of events but you want to make them pretty chill and simple - things like meet and greets where people can rock up anytime and join straight in. Ideally you want your meet and greets early on in the week, and your come and try sessions later, so you can try and collect as many people as you can before the come and try sessions, and gather momentum leading up to them. You can also hold post come and try meet ups like going to the pub after training (which you probably do anyway) where you can continue the event saturation.

We find that a pub crawl makes for a really good week 2 event, because that's another popular kind of event that lots of people will come along to for the sake of the alcohol and experience, then get merry and make lots of friends, and get told a tonne about quidditch/make friends with quidditch people, and hey you've done some recruiting. And it gives a good opportunity for all of the new people to mix and socialise in a fun setting with everyone else. This, on top of two more come and try sessions at least, immediately puts you at 3 events in week 2, and a fourth wouldn't go amiss - maybe something simple and perhaps even Harry Potter-y like a movie night. By weeks 3 and 4 you can start moving into your bigger and more planned events, but the emphasis here should still be on things like meeting people and making friends/team bonding. Things like scav hunt work really well, or trivia nights. We'd also get team dinners rolling out around this time.

As you move into the rest of semester your events are aimed less at recruitment and more about retainment. Still a lot of the same principles from above apply, but essentially, you're aiming to make sure that you have ideally one social event per week, on top of your usual trainings. USyd also does fortnightly team dinners and I try not to think of those as falling into the one social event per week quota. Ideas can be anything really - it could be a massive organised event like a trivia night or party/cruise or it could be something simple like a bake sale or movie night or potluck dinner or just a fun night out like going to bowling/lazer tag or trampolining/airhop, or going out as a group to see the latest Marvel movie. Heck just go out to the pub after every training as well. Doesn't have to be anything fancy. But you can also do something like a training weekend/quidcamp for yourself if you want to, which we also tried, and that ended up being really good. Admittedly training schedules didn't always go quite to plan, but as long as everyone is having a good time and teambuilding etc, it doesn't matter too much.

The important thing is that you're getting people constantly involved in quidditch events, and you're putting lots of energy into consolidating the friendships people are making and essentially making their entire social life quidditch. You're making the foundation of the club a group of friends that all happen to also play quidditch together. The focus in all these later events is not on recruitment but on team building and just having fun and hanging out as a big group of friends. (This is also a solid way to improve attendance at trainings as people see it as another/their main chance to hang out with their friends). Fostering study groups/group study sessions is another great way of doing this. And having a big club-wide group chat means that whenever someone is hanging around campus it's easy to find a (quidditch) friend or group to also go and hangout with, at the drop of a hat. At the start, you'll have to be putting a lot of effort into seeding these kinds of things yourself, and making yourself and other members of the club readily available for random hangouts and often instigating them yourselves

("Hey, anyone looking to study this afternoon? I have a group table on level 2 of the library" "Hey anyone feel like hanging out and going for a drink at the uni bar this evening?" "Hey anyone feel like going to see Infinity War tomorrow night?" Etc.)

Eventually what you'll find though is people start doing your work for you, organising their own hangouts with their own friend subgroups within the club. This foundation of a club as a tight knit group of friends will not only gel all your players and help everyone get along, but it's also just a really good family vibe for a club, really fun, and means people will stick around - because now all their friends are in quidditch and it's all they do with their life. This kind of retainment is the ultimate goal of recruitment, and by this stage, you have succeeded.



Team dinners at USQC #InfinityTable #VeganismHasNeverBeenSoPopular

2.4. Orientation Week / Freshers' Fair and Early Semester – The Critical Period

2.4.1. O Week Philosophy and Visibility

Obviously, what I haven't gone into in full detail yet is the major event you can't really schedule, which is O week/orientation week/welcome week/freshers fair/etc. O week you need to think about not so much as being a part of your recruitment phase as being a part of your advertisement phase. But it's also kind of in the middle. At O week, as much as you're convincing people to sign up, really you're convincing them to come to your events and come and try sessions. You're still selling yourself at this stage, and all your recruits are currently shopping around through load of different clubs and societies. Pushing them into quidditch rather than anything else as we talked about above through events, comes a bit later.

O week is getting your foot in the door, making sure people hear about quidditch and get to know a little bit about it, and get some kind of taste for it or make them interested enough to come and see what it's like. This is also kind of one of those make or break points where you really need to sell quidditch well. There's a lot of things you can do to maximise your recruitment potential throughout your O week/freshers fair. So this section we will run through all of those, as well as how to sell quidditch in words, and then in demonstration, and then in practice.

First of all, in O week, you need visibility, and LOTS of it. The name "USyd Quidditch Club" needs to be all over the place, not just in flyers and posters if you're allowed those (we'll get to them and other recruitment aids later), but also online (as discussed), and on things like the booklets people get saying what's on in freshers' week. Especially important is that you make sure you have facebook events for everything you're doing - including your stall, and especially your demo game. This allows lots of people to say they're interested early on, and then facebook will do the reminding for you, and you can also post updates and info and reminders in there without spamming your main page with information. If you have a stall and don't have a whopping great sign above you that says quidditch in large letters, get yourself a banner. Three hoops also works as really iconic quidditch graphics that will be eye catching. On top of this, make sure that absolutely everyone in your club is wearing quidditch gear/some kind of quidditch merch; whether they're on your stall or not, having a quidditch tshirt or snapback or whatever makes you a walking talking advertisement for your cub and you need that.

2.4.2. Keys to a Good Stall

So ideally, you have some kind of stall at the Fresher's fair probably. If you don't....like....what is your school even doing? Anyway, at a stall, you're not trying to convince the Harry Potter fans to come over and ask you what it's about - they're going to do that anyway. Because they're Harry Potter fans. And you're the quidditch club. You don't have to try and make them come over. The people you are trying to attract though are the sporty ones who probably think you're a bunch of nerds. (Are they wrong though?). Therefore, at your stall, you're trying to make quidditch look as legit as possible. So with this in mind, here are some pointers for a good/attractive stall that will at least bring people over or catch people's eyes or make them want to find out more:

1. **Banner** - it needs to say quidditch in big letters. Hoops are also good. Just make it eye catching. What is good beyond that especially for something like an O week stall is a couple of key short phrases about how quidditch works and what you do. (Ghent Gargoyles have a nice one). It's basically a giant poster, but it means that people don't have to come up and ask someone for information to necessarily learn what quidditch is or what you do. Some people will be shy. This banner can tell them that quidditch is something they're interested in without them having to talk to anyone.
2. **Photos** - people coming to your stall think quidditch is a bunch of nerds in capes. Show them that quidditch is a sport. Have a bunch of big printed photos on the table and on your backboard. (Make sure they're good quality then since you'll need to blow them up to at least A4. Wow good quidditch photos really do come in handy hey).
3. **Laptops/tablets/videos** - see previous. Have a playlist of good quidditch videos that you can just cycle through. If you have a highlights video of your own club, totally use that. If not, anything by [Billy Quash](#) is obviously amazing to use, e.g. South West Fantasy highlights or world cup 8/world cup 8 final highlights. The USQ [How to play quidditch](#) and world cup 9 hype videos are also great, as are the highlights reels put out by Brizzlepuffs Quidditch Club, such a [welcome to Brizzlepuffs Quidditch Club](#). [Triple Hoops Films](#) is another solid stop off for good highlights reels. The [QuidditchUK Highlights Reels](#) are also fun (BQC 2016 music choice on point). As a side note (more on this later), try to have a variety of videos that you can use to market to different groups. E.g. Triple Hoops Films (possibly AllIn as well) have female/non-male highlights reels, which can also be great to show. Just make sure you have all of these available to you at the click of a button (if you spend more than 10 seconds getting the video up the potential recruit is going to lose interest, welcome to the attention economy m9s).
4. **Posters** - like pictures. But with slogans. Idk, you can have some fun with this, I certainly did.



O Week Poster

5. **Flyers** - Super super important. I will go into flyers in more detail separately later, but key point for now is to make sure they have as much relevant information on the as possible, and make sure you have a LOT because you need to be stuffing these into the hands of as many people as possible. Your interaction with a recruit at the stall will hopefully get your foot in the door, but for anyone who might be on the edge once they leave your stall, the flyer could be what brings them back for an event. A flyer should be able to sell your quidditch club on its own without you having to say anything necessarily, and you should be giving it to absolutely everyone who comes anywhere near your stall, as well as at things like your demo game and so on.
6. **Jerseys** - make sure you have jerseys at your stall, and better still, be wearing kit. Show them that quidditch is played in proper sports kit and not in capes. Especially good if your kit is actually really cool.
7. **Balls and brooms** - more on the whole sport thing. Also makes it easier to demo to people how the sport works/what the different ball are etc.
8. **Trophy** - having a nice huge obnoxious trophy on your stall is a great way to attract attention and show that you're not just a legit sport but a club that actually wins stuff. You don't have to go over the top here, but it was definitely nice last year when we kept staking our claim as state champions to have a massive trophy

we could show people to back that up. Even if you haven't won anything major, you probably have individual trophies that you give at some kind of awards evening at the end of the year. Hopefully. Or maybe that's just us being really self indulgent by giving ourselves massive trophies. Idk. Either way, that's a good second resort if you don't win anything.

9. **Merch** - have things to sell. Usually this is just a tshirt but if you're a good salesperson or are feeling particularly persuasive, and are able to sell a shirt or a cap/SnapBack or a patch or whatever, that's another foot in the door and a feeling by the potential recruit that they've already make some kind of actual investment into the club so now they should actually try and at least check it out. And if not it's at least a bit of extra money for the club and a bit of extra advertising whenever they wear it.
10. **Diversity** - It's really hard to claim you're an inclusive sport and that all kinds of people are welcome if all the people you have on the stall are white males. If you have a schedule for who is going to be on the stall when (you should), make sure there is a mix of genders at all times, and ideally also a mix of sizes. It's hard to make claims about quidditch being an intense full contact sport when no one on your stall looks like they can tackle a leaf. (Side note - 3-5 people on a stall is good, depending on the area you have available to you). In other words, have people on your stall whom people can identify with, and whom people can take seriously.



Always good to post selfies or whatever from your O Week Stall on your facebook page as well saying 'hey we're here and open for business, come say hi'

2.4.3. People on Stalls – How to sell quidditch well

On that note. The people you have on your stall will make or break it. How you actually sell quidditch, and being really active are both super important to actually having an effective stall. For one, two people chatting to each other behind a stall is going to bring absolutely no one in. Anyone who is only slightly interested is going to see you not paying any attention to them, and they're just going to back off, or they're going to be too frightened or awkward to try and interrupt or disturb you, and you've lost a recruit. If you're on the stall, you're not there talking to each other, you're either talking to potential recruits, or looking for people to talk to, trying to catch people's eyes, beckoning, or even calling out to anyone you see who gives the word quidditch a second glance. What works particularly well is if you have one or two people sitting behind the table, and another two or three people standing around in front or maybe casually sitting on the side of the table or something, where you can easily step out from the stall to anyone walking by who takes the remotest interest, or at the very least hand them a flyer. The key thing though is that you have to be proactive about recruitment when you're sitting on a stall. You can't be there sitting reading a book and waiting for someone to come and ask you a question. The people you have on your stall need to be friendly, outgoing, charming, charismatic, inviting, and most importantly, approachable.

And now that they're actually at your stall, you have to sell them quidditch. We all have tonnes of experience talking to people who know nothing about quidditch and trying to explain to them what it actually is and that no it's not some kind of cosplay harry potter thing, you're actually playing a sport. Here though, it's way harder, because what you say matters and you have about 1-2 minutes tops to give them the full spiel. Therefore, you need an actual spiel, a set of things you know you're going to say in your head that quickly and concisely does the following things:

1. Explains the most basic rules of quidditch. (I like to do this by running through each kind of ball and what each one does/which position uses it).
2. Explains how the broom works and why it isn't dumb (it acts as a handicap)
3. Presents quidditch as a legit sport
 - Mentions the fact that you play against other universities in leagues and tournaments and stuff
 - Mentions that there are also state and national and international tournaments, and perhaps if you've had players play at these levels and how you've performed at them
4. Mentions that quidditch is a mixed gender sport
5. Mentions that quidditch is a full contact sport
6. Mentions that you have trainings at time X and that anyone is free to come along and try and play, you don't have to do try outs or anything (well maybe, idk what

your club does, but I don't think many clubs do this, though lots of freshers come in under that impression).

7. Mentions the other kinds of things you do as a club - events, social stuff, whatever
8. Makes a case for why you're really cool and lots of fun and why they should join/why it's the thing for them

That is a lot of material to cover in a very short amount of time. More difficult on top of that because you have to actually come off as cool and interesting. Therefore, you have to do a lot of quick profiling to work out which parts of that to focus on, and then tell the person what they want to hear. For example. If you're talking to someone who clearly works out or plays rugby or does martial arts or something, you're going to jump straight into the fact that it's a full contact sport and you're going to spend time talking about massive snitches ruining people's lives and you're going to grab a tablet and click on that link to the fridge trucking through 5 wrackspurts before dunking video that you saved on the playlist earlier. If however, you're talking to some weedy guy in a harry potter tshirt, you're not going to tell them how rough it is and how you always train in the mud no matter what the weather, you're going to talk about how loads of people in the club are harry potter fans and how many rules of quidditch are similar to how it is in the books. If they look unsure about the whole sport thing, you're going to ease up in depicting it as really serious and emphasise the casual and fun side of quidditch and how inclusive it is, and if they're serious about not playing even talk about ways to get involved in quidditch as a non player. Then if the next person who comes along is clearly athletic and into sports, you're immediately going to talk about what an interesting and tactical sport it is and how fast paced it is and how people take it really seriously and you can play at really competitive levels. (In aid of this profiling, I often like to get them talking first by asking them what their name is (be friendly, yay), whether they've heard of quidditch before, how much they know, and just explicitly ask them are they a harry potter fan or interested in the sport before you start your spiel, so you know how to frame everything. Main thing to note is that based off this, your spiel is going to differ from person to person, or at the least be framed differently).

The key thing here is that nothing you're saying is a lie, but you absolutely need to be presenting quidditch in a way that's going to make it attractive to the person you're talking to. And yes that's going to involve a lot of stereotyping and judgement of people's reactions. E.g. The moment someone reacts with surprise or interest to something you say, you immediately jump on that and plump it up. E.g. If you mention that it's a tackle sport and they go 'oh really?' And look surprised and slightly impressed/interested, you immediately point out a picture of a massive tackle that you have up or you show them a video and are like yeah yeah people get rekt all the time. If however you say this and they react concerned, then you immediately start going 'oh no don't worry, there are lots of rules to try and make tackling super safe and it doesn't

really happen that much anyway, and there are positions you can play that barely get tackled at all so if you don't want to tackle or be tackled you can avoid it'.

You're a salesperson here. You need a sales pitch, and you need to be selling quidditch in a way that's tailored to be attractive to each individual person. What is absolutely key is that you also make sure you strike a balance between playing up the casual and fun side of quidditch without making quidditch seem dumb (plz never ever refer to quidditch as 'oh lol it's quidditch, you know, it's silly and you look like an idiot but it's fun'), and making it seem legit without taking yourself too seriously. If you start talking about how quidditch is really serious and how people care and get really competitive too much, people are going to think you're a huge loser. (Where is the lie...)

One of the hardest things to get around when it comes to quidditch and making it legit is the broomstick. That's the first thing people will make fun of, so that's the first thing you have to dispel. I like to do that with the argument about the broom being a handicap. 'You think of any goal scoring sport right? They all have really dumb rules that handicap you in some way to make it interesting. In netball, you can't move when you have the ball. In soccer, you can't use your hands. In basketball, you can't run with the ball, you have to bounce it. In rugby, you can only pass backwards. They're all dumb rules to make the game actually difficult. In quidditch however, you have completely freedom of movement, you can pass to anyone anywhere with no offside rule, you can run with the ball, kick it, whatever. But. You have to do it with the broom. So the broom is the handicap in quidditch, which is really clever, because other than that you have pretty much total freedom in quidditch, except now you have to do things with one hand'.

The other aspect is that quidditch itself is a super complicated sport that is really hard to summarise in a 30 second soundbite. You have to really really really dumb it down. If you spend more than 30-45 seconds talking about the rules of the game, most people are going to get bored and lost interest and get confused anyway. Unless someone is actually interested in the tactical mechanics of the game, you don't need to go into any more detail than that the quaffle is used by four players who pass it around like basketball to score goals, the bludgers are used by the beaters as dodgeballs to knock out players and send them back to their hoops, and the snitch is a person with a tail and the seekers have to catch the tail. Ultimately, you're not really there to explain how quidditch works to the person, you're there to explain to them why they should join. What you need to do is, as quickly as possible, figure out what it is you need to be saying to them to make them sign up. (And if telling them the mechanics of the game will make them join, *then* you start talking about bludger tactics and control and whatever).

The other thing is to of course mention the other kinds of things that you do - eg socials - but also really emphasise that this isn't just something that you guys do by yourself, talk about how you do actually play competitively against other unis and there are leagues and a whole world of quidditch and even a world cup! Because most people will have no idea that this even extends beyond your uni, as opposed to you just being a random group of people trying to make quidditch a thing.

Finally, you can get them to sign up. This is usually done on a laptop as far as I've seen. Key thing is that you need to make this as simple as process as possible, and ideally have several on which you can do this. If there's even the smallest queue of people waiting to sign up, you'll have someone go 'oh I'm interested but I'll come back in a moment when the queue has gone' and you'll never see them again. Make the process as fast and a simple as possible.

Finally, give them a flyer, whether they sign up or not, and point out on it where they can find more information like your Facebook page, and point out the part on your flyer where it says when your upcoming events are and in particular, when your come and try sessions are. Additionally, also emphasise when your demo games are (hopefully you will have managed to organise one or some for O week / the near future - more on this in a moment). And don't forget to say where this is occurring.

2.4.4. Mailing Lists and Email Marketing

You will however get a lot of people who are like 'ehhh well yeah I'm kind of interested but I'm not really sure I want to actually pay to join'. For these kinds of people, it is REALLY IMPORTANT that you give them the option to simply join your mailing list. So yes, you need to have a mailing list. Your sign up form should ask for people's emails anyway, and then you should have a second form that is 'mailing list only' or something, or a "if/then" style form that can do either. In any case, having a mailing list only option is super useful because even if they haven't actually signed up, now you have a way of contacting them and getting them to come another time and sign up later. Even the people who sign up have only given you their money, but you still need to put work in to recruiting them and making the actually show up to stuff. O week stalls are just the foot in the door.

Email should be treated more differently to the rest of your social media. You shouldn't be emailing people once every day to two days obviously. Ideally your schedule looks something like

1. General "here's what we have going on during O week" a few days beforehand that you send to anyone you've ever had on all your previous mailing lists,

marketed broadly to cover old members, current members, and people who signed up before who never came (whom you are now hoping will come). Simple and informative, with just a tone of “this is what we’re doing, we’d love to see you there”

2. General newsletter to now everyone who signed up for this year’s mailing list at the end of O week saying thanks for coming, here's all the things we have going on in week 1, here are links to all of the facebook events, and here is how you can get in contact with us and find out more and why quidditch is cool.
3. The day before your first come and try session, send an email reminding people that the come and try session is happening, and include information like what they should bring, what they should expect, and FAQs that should alleviate any possible concern imaginable that would make them not want to come.
4. End of week 1 you send another email with a bunch of pictures of people having fun being like 'hey this is what we did this week, wasn't it fun, aren't you sad you missed out, why don't you come along to one of these things in week 2- it's not too late!'
5. Repeat 4 ad lib.

The key to emails is to keep them relatively short, but have easy access (links) to more information, and just have lots of pictures, come off as legit but casual, etc. Just make sure they're not faced with a wall of text because no one wants that. MailChimp is a nice easy to use website to send out mass emails and do easily do simple but neat layouts on your emails to make the look nice and pretty and professional. To be honest I don't think emails are actually that useful beyond the first couple of weeks, from a recruitment perspective, but anyway. They are still nevertheless extremely useful in the early critical period.

2.4.5. Demo Games

Now that you've sold quidditch in your words and online though, you need to sell the actual game, in person. This is the second other most important part of O week along with your stall, which is the demo game. Ideally, you should run a demo game just after midday on the first day of O week, as close to the main centres of activity/stalls on campus as you can, as this is when the most people will be around. Talk to your uni or union or O week organisers well ahead of time, and see if you can organise for your quidditch demo game to be an official part of the orientation week and whether you can get some space for it in a really prime location. Unis usually love using quidditch as something cool and quirky to spruce their wild and interesting university life (“...and did you know, we even have a real life quidditch team!”), and will usually be happy to comply and ideally this means you get quidditch put in all the official O week booklets

and timetables and 'what's on' things and notice boards and maybe even announced on the PA system if your uni is that organised. Free advertising. Yay.

Location is everything here. It's a demo game, you need to be seen, and it's a busy time for everyone - most people aren't going to trek it out for ages to reach some out of the way field to watch you play, and the ones who are are probably the harry potter fans whom you didn't have to convince anyway. You need to make it as easy as possible for people to accidentally stumble upon this demo game - and given the hoops, it's easy enough to spot. First day of O week is of course always the busiest day when there are the most people around, with just after midday probably being the peak time, with people sitting down for lunch - giving them a quidditch game to sit down and watch is a great way to take advantage of this time.

The demo game is the most people-intensive part of O week. Obviously you need at least 12 people to actually play, but ideally you need another three for a snitch and seekers, then a ref, and then you also want people mingling around the crowd answering questions, explaining what's going on, and handing out flyers, and giving the spiel. You also need someone with a good voice who can give a brief explanation of what's actually about to happen (hello welcome this is quidditch here is how it works in 30 seconds, this is how the game is going to start) and then ideally the commentate as well. That makes it a lot of fun and more entertaining as well, as well as explains what's going on and why things are happening the way they are.

The demo game should start with all current players for a couple of minutes, to show people what quidditch is like. This part is a show. It should be staged. It's not 12 of you playing a random scrimmage match. It's both sides working together to show the crowd how epic quidditch can be. Set up some sick alley-oops, set up some drives, set up some cool passing plays, someone should set up a 'beat the other beater while catching their bludger' play, someone should make a long range beat, make sure someone pulls off a sick sidestep, make sure a couple of people get destroyed in big tackles, but make sure those people also are the sorts of people who can jump straight back up again like nothing happened (so that this way it looks good to anyone interested in the contact side and not too scary or off-putting to anyone afraid of contact). This isn't actually really a game, you're putting on a show here. Then the snitch should be on and doing all kinds of spectacles to draw the crowd in. Make it fun, make it funny, make it exciting, the more personality the better.

You should end the game really quickly, like 7-10 minutes tops, and at this point, you start dragging people from the crowd in. Encourage people to have a go, force some people into it, goad their friends into goading them to do it, whatever. Usually you'll get a couple of keen beans and the some who just need a bit of convincing. Obviously you

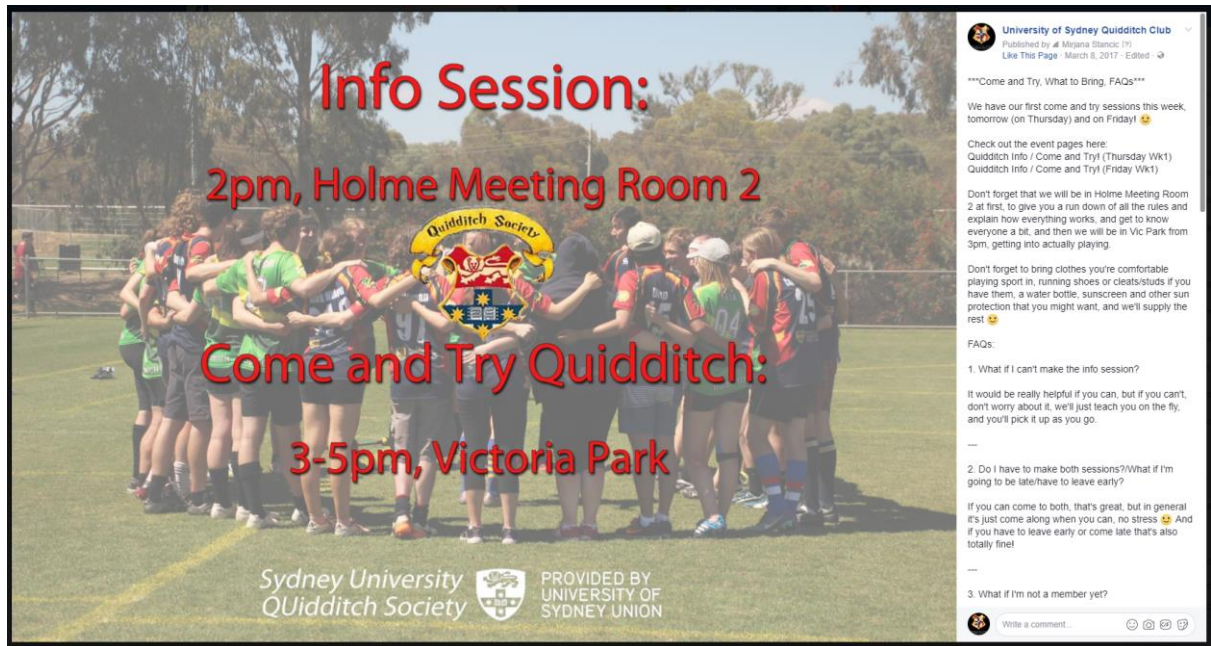
don't go all newbies vs newbies, you keep a bunch of actual players in there to control the game, but what is key here, is that the new people who joined in actually get to do stuff and come out feeling like they achieved something. Let them score a goal or make a beat or whatever. If someone gives it a try and they just run around with people ignoring them, they're not going to come back. If someone comes and tries and scores a goal, they'll be telling their friends for weeks, it'll be hilarious for them, they'll have fun, and they'll come back. Work together. Set that sort of stuff up.

Overall, you're expecting the demo game to last in total around an hour. At the end of this, make sure people are walking away with flyers, and encourage people/lead people back to your stall to find out more/sign up. Heck, if you can, get a laptop or two to where the demo game is and start signing up people there on the spot.

2.4.6. Come and Try Sessions (And Quidditch Info Sessions)

So. Now you've done all your image creation and advertising and 0 week promotion and what not, you've gotten a bunch of signs ups, you've had loads of people come to your meet and greets, there are lots of people who are actually interested in trying to play quidditch, and they've actually turned up to your first quidditch event.

You, in the first instance, need to accept that you're not going to get any real actual proper training done for the first two or so weeks. Especially when you have 30 new kids showing up to training who barely know how to run with a broom. Weeks 1 and 2 at the very least, are not trainings, they're come and try sessions. Obviously, as you're well familiar by now, they need to be heavily marketed - they're on your flyers, on your facebook page, and every one of them has a Facebook event that has the words "quidditch" and "come and try" or "learn to play" or something like that in the title.



Info Post for our first Info / Come and Try Session. Notice that the key essential information is all on the picture, with more details to read up on if people want in the actual text.

One thing we've actually found useful at USyd is holding info sessions in week 1 in the hour immediately before the come and try sessions. These are hour long 'hey come along before training, say hi, and let's give a proper show and tell about how actually quidditch works.' This is your opportunity to properly do this - not at the stall where you're trying to get them interested. Now you have a bunch of people who are actually genuinely interested in learning how to play quidditch so this is a good opportunity to go through and teach them a still basic but much more detailed version of the rules. As well as maybe playing some kind of ice breaker game or trying to gauge the room by going around asking what people's names are, where they're from, and what brought them to quidditch. (Interestingly, when I tried this, I think 25+ answers out of around 30 were or included "I'm a harry potter fan, even from the rather more athletic people"). Just make sure you're staying aware of your audience and make sure you're not boring them, and invite constant questions about the rules so it's driven by their interest rather than your preaching.

Then, you go straight from there to the come and try session/your actual set up field (ideally already set up by other people not as the info session). As much as you're actually using these sessions to teach people basic skills like catching with two hands, running with a broom, passing around a beater, how to fall safely, etc. the emphasis in these sessions needs to be on having fun and people enjoying themselves plying games in a quidditch environment, and actually playing lots of actual quidditch. You should realistically be looking at dedicating at least 45 mins to an hour of your session to playing scratch matches, depending on how long your trainings are (roughly a third)

because not only are they fun and a good way to actually learn quidditch, but that's what people are there for - to play quidditch. The rest of the time you're developing skills with fun games like circle of death or sproutball or dragon tails or whatever, or useful things like name passing circles.

Again, another critical aspect of these is that just like the events as mentioned earlier, you need to have lots of existing quidditch players at this who can not only help to explain how to do things to the new people, but who can also be nice, friendly, welcoming, and outgoing and make friends with new kids and help them to enjoy their experience of quidditch. Don't let your older players just talk amongst themselves and do their own thing, get the talking to new players, telling them stories about quidditch and asking them about how they're finding it, what they're confused about, and generally being friendly and supportive. Your biggest goal of weeks 1 and 2, again, like the events, is making sure people go away thinking 'hey that was fun and I met some cool people/made some friends, I'd like to do that again'. Honestly this is the most vital part of every in person stage of the recruitment process, and is the biggest factor in retention. "I made friends with X" or "I met person Y and they were really nice" or "I had a really good time at Z because everyone was really friendly and welcoming" are the most common kinds of answers to "what made you stay in quidditch". We all know this - everyone of us says we come for the wacky sport/trying something new/HP aspect, and stay for the community. The more people who show up who experience that kind of community from your club, the better retention you'll have, and the better a club you'll have for it.

Don't make the mistake of treating come and try sessions like trainings. They're not trainings, they're recruitment events, and the entire thing should be aimed at convincing everyone new there that quidditch is fun, that your club is cool, and that they want to come back.

The other thing we of course do at the end of come and try sessions is to make sure people get added on Facebook and added to our Facebook group. It is critical that this happens at this stage and happens early so that now you're in constant contact with them and can barrage them with constant reminders about quidditch through the group, but also, more importantly, it makes them feel included and like they're a part of something, rather than being treated as some other.

2.4.7. First Tournament

Once you've got a bunch of people coming to trainings, you need to then get them to an actual official tournament/game. This is honestly the easiest part, because now they're basically in. Essentially, you're just doing all you can to make sure that everyone knows

that they can play, even if they feel like they're really new and don't know anything (because that's how basically all of them will feel - didn't we all?), and get everyone massively hyped up for it. We all know tournaments are loads of fun. Get that idea in their heads. Emphasise and reemphasise the date, get a private event for your club set up well in advance, make sure people know it's on and constantly remind them. Message them if you have to. A huge amount of retention and organising here is just micromanaging and messaging hundreds of people. It's a lot of work. But it's definitely worth it.

Then, after the tournament, a compliments and highlights thread is a good way to keep up the hype, remind everyone how much fun they had, get them involved in a nice simple and warm way, and make everyone feel included and valued and like they've achieved something. This does btw mean that at least for your first tournament you need to come up with a comment for ABSOLUTELY everyone so that no one feels excluded/useless, and in later tournaments whenever you have new people make sure they get mentioned.

2.4.8. Be Proactive in the Critical Period

The final note I have to make about O week and weeks 1-2 and even 3, is that this is the really really critical period of recruitment, when people are at their most recruitable, and when you should be going all out, and trying to get your name out as much as possible and do as many things as possible to get people involved. There are lots of things you can be doing to be proactive, there are lots of ideas you can try, and there are lots of tools you can use for recruitment as well, beyond social media.

In the early period, be proactive, and ask your university or student union or whatever if there's anything you can do for promotion and if there's anything you can be involved in that will help them. For example, at USyd faculty of arts runs an orientation day for new students as a part of which they go and see a panel about that's all about university life, where they get a couple of key execs from some clubs at the university to come and talk about what their club does. We were able to get involved in this and as a result, sprung quidditch to about 300-400 people. The university also runs a health and wellbeing week in week 3, and as a part of that we were able to run an advertised demo game as a part of it, under the line of getting more people involved in sport. If you know O week or open day or some other university publicity day is coming up, get in contact with someone about whether they want clubs to run stalls or whether you can conduct a demo game or something.

2.4.9. Further Publicity Ideas

Beyond this, there are lots of other ideas you can try to get your name out there and make people aware of quidditch, or even just particular events.


1. Talk to your **local shopping centre** and see if you can set up a stall there
2. Does your university have some kind of **dedicated graffiti area**? Try painting something in that, if you have someone with those kinds of skills.
3. Try **chalking** one of the main university walkways with info about quidditch
4. Get in touch with your **student newspaper** or **radio** or even local radio and newspapers and see if they'll do a piece on you or if you can submit something to them about quidditch.
5. Try foster **relationships with other clubs** and societies on campus like other sports or frisbee or various nerd clubs that you may have, and see if they'll send people your way. LGBT groups work well as well, since a lot of other sports will exclude or make it difficult for trans and non-binary people who are trying to play some kind of sport. Even try and run **combined events** with them (we picked up one of our top point chasers from a combined cruise party event with a bunch of other nerd and geek societies).

2.5. Further Recruitment Tools - Flyers and Business Cards

Finally, there are some more useful tools that you can use, first, flyers which I will now go into in details, and second, business cards.

2.5.1. Basics of Flyers

Having a good flyer is super important and super useful. It doesn't have to be spectacularly pretty, but it does need to convey all of the essential information of your spiel. A flyer isn't a booklet, but at the same time, don't be too shy about loading it with a bunch of text. A flyer is also not a poster, it is there to be read for information, and needs to have enough that a person doesn't have to go looking for it elsewhere if they're lazy, and enough to get them interested. You should obviously have good quality pictures on it as well (I wonder where you could get those from...). Making it a nice bright colour is also good. Here are the ones we used last year as an example - notice that all the dates of our upcoming events are clear, and while there's a lot of text, it's spread out and not oppressive (ok the reverse kind of is, but still).




Quidditch Society
Sydney University
Quidditch Society
All Abilities. All Genders. All Welcome.

www.facebook.com/usydqidditch quidditchsoc@gmail.com
usydqidditch @usydqidditch @usydqidditch

How to Play Quidditch - Basics

- **Broom:** Must be between player's legs at all time. Acts as a handicap.
- **Full Contact:** Players may tackle others to the ground, though strict rules apply.
- **Gender:** No more than 4 people of the same gender may be on field at once.



- **The Quaffle:** A slightly deflated volleyball, used by the 3 chasers and 1 keeper to score points through one of three hoops (each worth 10).
- **The bludgers:** 3 dodgeballs, used by the 2 beaters to knock out other players. A player who is 'beat' must stop, drop any balls they have, and return to their hoops to tap back into the game.
- **The Snitch:** A velcro tag (like aus tag) on the back of the shorts of a third party player. The seeker on each team tries to catch this tag with one hand, while the snitch can defend themselves in any way. Snitch catch is worth 30 points and ends the game.


Semester 1 Events

PROVIDED BY UNIVERSITY OF SYDNEY UNION

March:

Week 1:	Tuesday 7th:	Meet & Greet (5pm, Hermann's Bar)
	Wednesday 8th:	Meet & Greet (5pm, Broadway Crown)
	Thurs/Fri 9/10th:	Info Sessions (2pm, Holme Meeting Room 2)
	Thurs/Fri 9/10th:	Come and Try Sessions (3-5pm, Victoria Park)
Week 2:	Wednesday 15th:	H&W Day Demo (1pm, Front Lawns)
	Thurs/Fri 16/17th:	Come and Try Sessions (2-5pm, Victoria Park)
	Friday 17th:	Hogsmeade Visit (Newtown Pub Crawl)
Week 3:	Tuesday 21st:	Harry Potter Movie Night
	Friday 24th:	Foodie Friday
	Sunday 26th:	First State League Games (UNSW Village Green)
Week 4:	Thursday 30th:	Horcrux Hunt (Scavenger Hunt)

Also Planned:
Harry Potter Trivia Nights! (Weeks 6 and 9)
Hufflepuff Bake Sale (Week 7)
Nerd Cruise - Sem 2 ("Best Joint Major Event")
HP Movie Nights and Quidditch Doco Nights
Flying Class (Skyzone), Bowling, Lazer Tag.....



About Us


As the university's quidditch soc, we run a heap of HP events, and actually play quidditch! We have two competition teams, the Unspeakables and the Unbreakables (A and B team).

We train in **Victoria Park, from 2-5pm on Thursdays, Fridays, and weekends**. It's always on. (You can't cancel quidditch)

We compete in monthly tournaments within the NSW State League, and last season the Unspeakables became the State Champions! We also compete interstate - there are ~30 teams in Australia.

Quidditch is also played at a state and international level, with some of our players representing NSW in Quidditch State of Origin, or playing for the Australian Dropbears in the 23-team Quidditch World Cup (which we won in 2016).

Quidditch is a super inclusive and competitive yet chill sport, and we welcome players of all abilities and genders, regardless of whether you're a hardcore sportsperson, or have never played before in your life. Come and try! :)

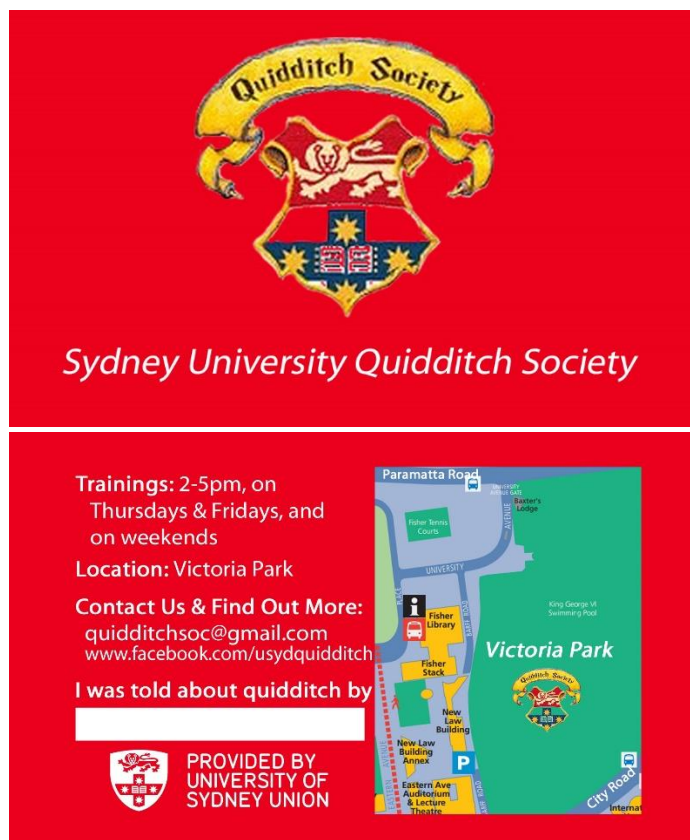


Make sure you have a tonne of flyers at any stall you have and you give the to absolutely anyone who comes near you, hand them out at demo games, bring them to your first couple of recruitment events like meet and greets, any opportunity you have to give them out, use them. Maybe the person reads it on the spot rather than talking to you and decides to join (actually though, last year at O week some guy came up to the stall and wouldn't talk to anyone, just asked to see a flyer, spent about 2 minutes reading it, and then was like 'yep ok can I please sign up?' So apparently that's a thing. Admittedly we didn't see him after that but he still paid us membership so I'd count that as a win). What's more probably going to happen is they stuff it in their bag with a bunch of other flyers and whatever and maybe if you're lucky they end up reading it on the bus home or when they're cleaning out their bag or going through the flyers to see what they're interested in. Therefore your flyer has to be good enough on its own to convince them that they want to try and come to quidditch. Having these though is a really useful way of continuing to talk to a recruit after they've left the stall and keep quidditch in their head/remind them about it later when they come across the flyer again. If you hand out 200 flyers, 75% don't get looked at ever again, and half of the rest just get glanced at and discarded but the other half of the rest actually catch someone's attention and gets them to an event, that's still 15 people you've probably recruited. Solid step towards a new team.

2.5.2. Get Business Cards for Your Club

The other tool I would suggest using is business cards. We've all been in the situation where you meet someone randomly, say in a class or on the train or at a party or whatever and you end up talking about the fact that you do quidditch and they seem interested and you're like 'hey you should come to training' and 'find out more information from place X Y and Z'. But it's hard to get them to do that on the spot and they're not going to remember where to get more info from etc.

Thus: Business cards. Look nice and cool, keep a bunch in your wallet, hand them out to everyone in your club to give out to people. Have things like training times, a map showing where to find your trainings, etc. Idea credit to the Vienna Vanguarders. These are what ours looked like last year:



But now, here is the key thing that we did, and something that can underpin your whole recruitment strategy. Now, you game-ify it. Have a space where people can write their names on their business cards, so that when they give their cards out the potential recruit has a card their recruiters name on it. And then they bring that card to their first training, and the person whose name is on the card gets points and at the end of the year the person with the most points wins. I used a system of "turns up to one training

= 1 point, turns up to a second training = another point, turns up to a tournament = 5 points".

Now not only have you got a neat recruitment tool in the form of the business cards, but you have an incentivisation system for your most powerful recruitment force, which is the existing members of your own club. Loads of people join quidditch because they had a friend who brought them into it. A huge amount of USyd's growth last year was a result of people whom we brought in via all the above mechanisms getting behind the business cards and recruitment culture and doing their best to bring loads of their friends and classmates and getting them to be involved in quidditch as well.

2.6. Creating a Club Culture of Recruitment

This brings me to my last and most important point about how to conduct a successful recruitment campaign, which is creating a culture around recruitment. What made USyd's recruitment programme so successful last year was that it wasn't just me pushing for recruits or me and a couple of execs doing lots of work to try and promote the club and get people playing quidditch. Everyone in the club got behind the idea of going all out on recruitment – even and especially all of our new playsrs. Through the business card incentive system and continuous reminders and encouragement and drilling the message home that #RecruitmentNeverStops, recruitment - constantly bringing in new players, always being on the look out for opportunities to spruke quidditch, always welcoming new people at training with welcome arms and friendly faces - has become a part of the culture of the club. Indeed, having loads of teams and being as big as we are with as many droves of players as we have has not only become a meme but a part of the club's identity, which in itself, has driven the recruitment culture. New players who joined in the got behind the narrative of our rebuilding year and the #YearOfUSyd and became invested themselves in the idea because they were made to feel properly a part of the club from the word go, and so took it on themselves to make it as fantastic as possible.

Recruitment is of course not just about giving people flyers and business cards and trying to get them to come to training, it's about everyone getting behind the idea that the club is a family that is ever growing and that when a new person comes along to join it, they should be welcomed. Not only do USyd players actively go out seeking friends and family and take opportunities to promote quidditch wherever they can and report back with pride whenever they say "Hey I've managed to get person X to come to training this week!", and not only do they cackle with glee at the idea of continuously expanding USyd teams and the formation of a USyd quidditch empire (maybe that's just me idk) and throw around in-jokes about forming USyd leagues and aiming for #SixTeamsAndAMovie in 2018, but they also embrace this culture as a friendly and welcoming group of people who are willing and able to take anyone and everyone onboard.

Maybe that's harder to achieve than it sounds, and maybe we just got super lucky with the kinds of people we picked up last year. But making it clear to your players that they can ALWAYS bring people in to try quidditch is a gr9 way of accelerating that culture. (Maybe that's not what you want for your team though idk. Continual recruitment is hard as it means you're constantly teaching new people, but it was a necessary measure for us last year in ensuring that we maintained 3 teams, especially after losing exchange students at the end of sem 1, and it did help with the whole culture thing. Having a 'bring a friend' day is also a great idea. Imagine what we could come up with if all 60 people at USyd currently brought a friend to training.....)

2.7. Actually Do it

This brings me to my final point (I realise I've said that like 3 times now lol sorry), which is simply to say that recruitment is worth it, but it's hard and it's a lot of work and you have to actually get up and do it. It's all well and good to have tonnes of ideas for recruitment and events and promotion and media and whatever, and quidditch is rife with opportunities for all of these. But it does take someone, you, to actually make this all happen.

The good news is that last year, USyd had an incredibly successful recruitment campaign by doing less than half of the things outlined in this document. Admittedly that's still a lot of things to try, and can confirm, it was a lot of effort. But it's resulted in USyd, despite huge losses, remaining the largest club in Australia and one of the largest (the largest?) in the world, the Unspeakables retaining their level of competitiveness in on the national stage, bucketloads of players volunteering to help do things, the club being a more vibrant and energetic place than ever and secured for the future, and me having some of the most fun I've ever had playing quidditch and being a part of a quidditch club. So yes, going all out on recruitment is absolutely worth it. You just have to get up and actually really do it. Hopefully you can come away from this document with some ideas and inspiration and guidance as to the sorts of things you can and need to be doing to make this happen. Good luck xx.

#RecruitmentNeverStops

