



enactus™

Team Recruitment

Best Practice Guide

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Overview Team Recruiting

The driving force behind many of the most successful Enactus teams are the students who work passionately to keep the spirit of Enactus alive on their individual campuses. We understand that university campuses are dynamic environments. Every year, a group of students graduate and embark upon a new path in life while another batch makes entrance to the threshold of university life.

What do you do to keep your team's momentum going? How can you continually attract and retain the "right" students who will add value to your overall Enactus program? What recruiting strategies can be the most successful? These concerns are addressed in this best practices guide, as we aim to provide you with an array of methods that have proven successful in many

countries. In addition to numerous ideas that we have provided in the "Recruiting Strategies" section, we have also included some tools that you'll find useful in implementing these strategies:

- What is Enactus?
- "What is Enactus?" Talking Points
- Personal Invitation Template
- Team Sign-up Sheet (a snapshot is provided here, but an Excel version of this document is available for your use)

Please note that this is merely a guide and it is suggested that you adjust strategies and tools as needed to suit your team's unique circumstances.

Recruitment Strategies

A common misconception is that a very large student membership is required to operate a successful Enactus team. While we would certainly encourage you to involve as many students as possible on your team, keep in mind, Enactus team membership numbers tend to grow gradually and you should always aim for quality over quantity and active students over ones simply registered.

Recruiting Strategies

- Some institutions allow student organizations to participate in a campus clubs/associations or recruitment fair at the beginning of the academic year. If this applies in your case, make a commitment to set up a booth at this event. Use marketing/recruiting materials and templates included in this packet to develop customized handouts, flyers or other promotional materials for your team.
- Ask members of the teaching staff to make an announcement in their classes about Enactus or offer to make a short presentation at the beginning/end of their classes. If they elect the first option, please remember that they may not know what Enactus is, so be sure to offer them the “What is Enactus?” excerpt included in this guide as reference. Make sure to leave a sign-up sheet with each professor for interested students.
- Create personal invitations to join Enactus and have current team members distribute them to their friends or other student leaders on campus.
- Advertise in the student center or other general public areas on campus.
- Hold an orientation meeting (make it informal and possibly serve snacks to

attract students) at the beginning of each semester.

- Identify other student organizations on campus that would make good partners for a particular project and invite them to conduct a joint project with your team.
- Work with academic advisors and career services on campus to showcase Enactus as a way to help students prepare for their professional lives/career.
- Inquire with your team’s Faculty Advisor about the possibility of offering class credit for participation in Enactus.
- Create an Enactus bulletin board to include a sign-up sheet, listing of current projects, latest media coverage, exciting pictures, announcements and note of your team’s meeting times and location.
- Purchase fun giveaways such as pens/pencils, mugs, Frisbees or magnets.
- Wear your Enactus team’s t-shirt on meeting days to bring attention to your group.
- Place signs announcing team meetings in highly-traveled areas so non-Enactus members may be attracted.

Key Ideas:

- Recruit a diverse group of members—from all departments, majors, and classifications
- Use a variety of recruiting techniques
- Remember that recruiting is an on-going process! Get started on projects as soon as possible and recruit new members as you progress throughout the year!

What is Enactus?

The following text can be forwarded to any faculty or students making in-class presentations to recruit students. Please edit as needed. ** Kindly modify the language if any part of this is not applicable to your Enactus team.*

Enactus is an international organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to enable progress around the world. Guided by faculty advisors and business experts, participating students form teams on their campuses to create and implement community projects that empower people to improve their quality of life and standard of living. The experience not only transforms lives, it helps students develop the kind of talent and perspective that are essential to becoming effective, values-driven leaders.

Founded in 1975, Enactus has active programs on more than 1,700+ college and university campuses across 36 countries, involving more than 69,000+ students. As an Enactus student, you'll be a participant in one of the largest global student organizations. You will play an active role in shaping the history of your generation and know that you have helped to change the world. A unique aspect of Enactus is that YOU and your peers get to take complete ownership of your team. You get to decide what projects to conduct, who to work with, how to coordinate projects, and how much time to invest on projects. There are no dues associated with participation in Enactus*. In fact, the primary investment you make is an investment of your time.

By participating in Enactus, you are considered by many business and community leaders as among the "best of the best" in your area. Companies understand the integral role that your Enactus participation has played in your development and some may even recruit at Enactus events. Enactus competitions offer a critical link between you and the job market. In addition to potential internship and permanent job opportunities, there are some occasions in which scholarships, awards, and other forms of recognition are also available to students from businesses that partner with Enactus.

Please attend the next [Institution Name] Enactus Team meeting to be held [details on date, time and location provided here]. If you have any questions, you may contact the Faculty Advisor of the team, [List Contact Info], or the President of the team; [List Contact Info]. We are looking forward to seeing you there!"

“What is Enactus?” Talking Points

In addition, we have included an alternative version of *What is Enactus?* for you to use in public speaking situations where you might only have a few minutes to explain Enactus. Please edit as needed.

- Enactus is an international organization that brings together student, academic and business leaders who are committed to using the power of entrepreneurial action to enable progress around the world. Founded in 1975, Enactus has active programs on more than 1,700+ college and university campuses across 36 countries, involving more than 69,000+ students. Through projects that improve the lives of people worldwide, the university students, academic professionals and industry leaders who participate in Enactus are demonstrating that individuals with a knowledge and passion for business can be a powerful force for change.
- Enactus is financially supported by numerous corporations, entrepreneurs, individuals and foundations, provide examples.
- Enactus teams are led by a faculty advisor and membership is open to all students.
- Enactus teams take what they are learning in the classroom and use that knowledge to create and implement outreach projects in their community that empower others based on the following criterion: *Considering the relevant economic, social and environmental factors, which Enactus team most effectively used entrepreneurial action to empower people to improve their livelihoods in an economically, socially and environmentally sustainable way?*
- Other than asking teams to focus their projects on a specific concept, teams have the choice of determining how many projects they do, what types of projects they do and who they inform.
- All that is asked is that teams keep in mind that they are trying to help others create a better quality of life and standard of living for themselves.
- At the end of the academic year, we have competitions starting at the Regional/National level. The National Champion goes ahead to represent the country at an International level competition called the Enactus World Cup.
- To sum this all up: Enactus students take what they are learning in the classroom, empower others via projects and then compete to see whose projects achieved the most results.

Personal Invitation Template

[Date]

Dear **[student name]**,

On behalf of the **[institution name]** Enactus Team, you are personally invited to attend our next meeting on **[date]**. As an outstanding student, we believe you would be a great addition to our team. Through participation in Enactus you will have the opportunity to enhance your learning experience and gain leadership, teamwork and communication skills. You may also have an opportunity to represent our institution at the upcoming Enactus **[country name]** Regional/National Competition, a highly prestigious event where you will have a chance to network with other student leaders from local institutions and business executives from some of the leading corporations in the country.

Please join us to learn more about **[institution name]** Enactus Team. If you have any questions, please contact **[Enactus team president/faculty advisor]** at **[contact information]**.

We look forward to seeing you at the next meeting.

Sincerely,

[Enactus team president/faculty advisor signature]
[institution name] Enactus Team President/Faculty Advisor

