Boston University Summer 2013 Recruitment Strategy

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* Paying students per hour to recruit and register their peers.
* Having seniors recruit with a goal of 60 registrants per person and in return getting them a staffing position either on the BU buses or on another Sachlav bus for this summer.
* Having these recruitment assistants go floor to floor of their dorms and dining halls to speak to students one-on-one about signing up for the trip this summer.
* Utilizing my Birthright recruitment video on all social media sites- making it a viral video among students at BU.
* Large banner “free trip to Israel” in front of Hillel
* Large poster on walkway in front of dorm
* Asking Birthright alumni to get me names of their friends at BU who are interested/have not gone on Birthright.
* Posting flyer in dorms and on university screen savers
* Having “Birthright Registration” posted as an event on BU Today and the video posted and tweeted about on BUniverse.
* Rallying alumni in Greek Life to recruit their peers and going to the weekly meetings to pitch the trip and get students on my interest list.