

How to run a Young Greens Freshers Stall

What you will receive and how to use it:

- 3 Poster designs, 6 Postcards designs, 7 Sticker designs and 1 Badge design
- The posters should be used to decorate your stall, they are also great to keep for future events (e.g. socials, refreshers etc.)
- It is a good idea to give postcards to people that sign up, join your group chat, agree to go to the next social etc. It means you won't run out too quickly and incentivises engagement.
- Stickers are free for everyone, they're great freebies to hand out (could be stuck on laptops, phone cases or to wear about.)
- Examples are at the bottom of page two! Please email or send us photos in Instagram so we can use them for next year's guide!

What to do:

- Book your freshers stall as soon as possible!
- Make sure to have events planned in advance, it is really helpful to have a follow up event to talk about and will encourage people to turn up.
- Already have a groupchat set up for people to join (this could be on WhatsApp, signal, slack or teams).
- Be friendly and approachable. Some people are less confident and might be nervous approaching stalls, if they look curious a friendly smile or a hello can help them feel comfortable to come forward and get talking about the Young Greens.
- Take a break if you need to, the events can be long and they should be fun. Either have other people from your committee there to fill in or have a back in 5 minutes sign so people know you won't be long.
- Have a QR code to your sign up page so people can access it quickly. Make sure you state what they're signing up for on the page/sign up sheet (for

example if they will receive regular emails), this will make sure you remain GDPR compliant.

- Make your stall as visible as possible, our posters are already great but it would be good to contact your local party to see if you can borrow any banners or other materials.

What to avoid:

- Try not to get into lengthy debates, they can be fun but if the person has no interest in signing up to the greens it's best to politely move on as there will be other students who would like to speak to you.
- Be conscious you don't overburden people with information or lecture. The main aim is to encourage people to sign up and/or come to your events, people will be getting a lot of information on the day so try to be concise.

What if you don't have a stall?

- If you are not an existing society at the University then you may not be able to have a stall. In this case we have some alternatives below.
- Collect sign ups outside the venue! Create flyers and a GDPR compliant sign up sheet to collect sign ups outside of the venue on the day. Be careful to comply with the University rules about where you can collect sign ups
- Enquire about other events you could attend. Many Student Unions will hold other events such as charities or volunteer fairs.
- Ask political or environmental societies at the university to see if they would promote the Young Greens at the fair and on social media.

General advice:

- We already mentioned having an event planned for new members to come to, it is a good idea to send the details for this event into your group chat, or to members' emails (if you have permission) as a reminder after the freshers fair.
- It is a good idea for events to be regular for the first few weeks of term. Make sure to diversify your activities, some people love pub socials and others might prefer game nights or speaker events for example.
- Follow and tag the Young Greens and GPEWStudents on social media to keep up to date with our campaigns.

- Make sure you have affiliated with the Young Greens if you are a Young Green group or society. More information [here](#).
- For more information on how to start a group check out our Building Group Power series [here](#)

Who to contact if you'd like some help:

admin@younggreens.org.uk

