

Example Clubs Fair Tips for Volunteers

Thanks for offering to help with the clubs' fair this year! This is the biggest opportunity to let people know about our EA group in the year. Last year we had 800 signups, and only 5% of people unsubscribed. Hopefully this year we can break 1000!

- We will have a laptop or tablet for people to sign up at, as well as flyers to give out.
- The key aim of the event is to get people to **sign up for the mailing list**. People will often just want to take a term card from the desk and not sign up to the mailing list, so it's a good idea to keep the flyers under the desk, and only give them out if asked for, or if they're about to walk away without signing up
- **Speed is very important**. There are hundreds of people coming through and you need to make a quick pitch, get the emails down and then get ready for the next person.
- If people are really keen, then it's best for everyone if you note their name down and we'll get in contact with them to have a more personal chat. It's really tempting to have a long discussion about EA, but the **freshers' fair is not the place for that**.
- Try to **de-emphasise** earning to give. It can really turn people off, and for a lot of people isn't appropriate.

Suggested script:

(You could write out an example pitch here)

Good lines to throw in:

- "...of all the charities in this room, an hour of your volunteering could make over one hundred times as much impact at the best charity compared to the average one. But it's so hard to get information to help you choose the best ones."
- "The problem is, if you don't know what the most important problems are, and which solutions to them are actually effective, you won't know where you should apply your talents and passion, and so you're likely to miss out your best chance of making a big difference to the world."
- Ask them about their career. Then you can point out any similarities between you and them (making you more persuasive), as well as explain how our advice is relevant to their path. This is particularly good to spot people interested in research, letting you explain we're the only people who evaluate the impact of different research questions. Or people who aren't interested in charitable careers, in which case you can talk about cost effective donations, EtG, or other stuff relevant to their careers.

Frequently Asked Questions:

Q: What do you mean by good / What is 'impact'?

A: Indicate that there are concrete things you can specify, maybe like decreasing the number of people in poverty, or decreasing the number of people dying. But whatever you choose, you can work out which careers are best for that.

Q: Do you mean working in a charity? Will that do good etc?

A: It could be, but for the majority of people there are other paths in which they could have a higher impact than working directly for a charity, e.g. in policy roles or research