

Recruiting new members

It can be difficult to recruit new members to your Raleigh support group and one of the biggest challenges you will face is promoting your work in your local area. Don't worry though, we can help!

When you are writing an email to potential members you should consider the following points:

- Try and personalise the message by using the information available to you such as venturer or volunteer manager, expedition country and year of expedition.
- You could make a reference to something which Raleigh alumni will understand, for example, 'Is no-one listening to your expedition stories anymore? Then join our Raleigh group and talk until your heart's content!'
- Think about language and layout. People are more likely to attend a meeting if the email is friendly, informative and easy to read and understand.
- End with something positive such as 'we look forward to seeing you soon'

The alumni manager at head office can provide you with a list of departing and returning venturers and volunteer managers in your area. Below you will find template introductory emails for departing and returning participants. Please feel free to adapt the templates or write your own if you prefer.