

Societies Welcome Week Guide

This is your guide for what to welcome week and what you as a society should be doing pre, during and post welcome week. Welcome week starts on the 23rd of September and ends 28th of September. We have also provided a checklist that you can use to make sure you cover the basic objectives your society should have.

your checklist

pre welcome week

- Book your stall at societies fair
- Prepare for your stall at societies fair
- All social media platforms are ready for use
- Webpage on SU website is up to date
- Correct membership prices on SU webpage
- Plan your budget for the year
- Submit application for Do Something Different taster session

during welcome week

- Societies fair on Tuesday 24th September
- Promote your events and activities on social media
- Do Something Different taster sessions

post welcome week

- Review membership figures
- Continued posting on social media
- Membership
- Planning events for the year
- Ensure all committee members are trained
- Host a welcome social

pre welcome week

- If you'd like to book a stall at the societies fair (we recommend you do as it's a fantastic opportunity to promote what you do and gain memberships). The deadline for booking your stall is the 1st of September. If you haven't booked on before the deadline we will unfortunately not be able to provide you a space at the fair. You can book your stall [here](#)
- Make your stand looks appealing to students visiting the event and that you have members of your society there in person to speak to potential new members.
- Ensure you have planned ahead and organised any promotional items that you need to print, such as leaflets and banners, over the summer – try to avoid leaving things to the last minute!
- Promotional items to consider having at your stall:
 - Leaflets
 - Pictures from previous events (either paper copies or using a Laptop or iPad)
 - Free goodies (if you are planning on handing out food, you can only provide pre-packaged sweets/treats. Hot food is not permitted. Cakes and bakes are ok as long as there's no fresh cream)
 - Information on your societies upcoming event
- One of the most important things to take into consideration pre welcome week is your society's online profile. Use your social media platforms as much as possible (Facebook, Twitter, Instagram, etc.).
- Key dates to consider when posting:
 - A-level results day - 15th August
 - DEV/ECO (PG) pre-sessional and Midwifery and ODP arrival days - 6th September
 - MED arrival day - 13th September
 - Internationals Arrival days - 19th/20th September
 - Home Students' Arrival days - 21st/22nd September
- As well as having a great social media presence you should also use your society webpage on the SU website. Having up to date information can be a means of good advertising. You

want to show your society is inclusive to all and provide new students with a sense of community and belonging.

- What to include on your webpage:
 - Committee members' information
 - Social media links
 - Planned events
 - Previous events
 - Explanation of membership options
 - Pictures
- Your 2019-2020 membership prices will remain the same as the 2018-2019 membership prices. If you want to alter these, you'll need to do this by the 12th August 2019 by emailing union.opportunities@uea.ac.uk with your requested membership price change. All memberships must be a minimum of £3.
- You want to look at planning your budget for the year. This should also be consistently reviewed throughout the year to make sure you are on track to having a successful year financially.
- A good way to get people involved is to hold a taster session. This is where you allow students to come to a free event related to your society so students can get a feel for the sort of events and activities you will be offering over the year. We actively encourage all societies to throw a taster session as it is a great way to get students to do something different and try out your society before they purchase a membership. Societies that hold a taster session in the first few weeks typically take in 60% more memberships than those that do not – so it is definitely worth doing! All society taster sessions will be included in a schedule that will be printed and distributed during Welcome Week. If you would like the opportunity to be in this leaflet then please fill in the form by following [this link](#) to let us know your plans. For more assistance please email union.opportunities@uea.ac.uk. We can't wait to see what you put on!

during welcome week

- Your main focus in welcome week should be recruitment. This can be achieved by having a successful societies fair. During societies fair we want you to talk to as many people as possible and let them know what your society means to you. You are ambassadors for your society. Having conversations with people is more effective than handing them a leaflet. Tell people about the experiences you've had with your society and how it has positively affected your university experience. Most importantly make sure you are approachable.
- During welcome week having a big social media presence will benefit your society. Incoming students who are thinking of joining your society will be keeping an eye on your social media for information on how they can get involved. Be clear in the advertising of any events you are having so that students that are interested in joining your society can take part in them.
- A good way to get people involved is to hold a Do Something Different session. This is where you allow students to come to a free event so they can try out your society and see if it's for them. It is a good idea to hold one of these events as it will get students foot in the door and they are more likely to become a member of your society as they will have a better idea of what you are about. You can find more information on Do Something Different on the website by following the link here <https://ueadifferent.com/>

post welcome week

- After welcome week you can start to look at your membership figures with your committee and see if you believe that you have achieved your desired amount of members. Be understanding that you will still gain members after welcome week but if you have a lower membership than expected you need to look at measures you can take to gain more members, for example, increase use of social media or holding another Do Something Different taster session.
- We still want you to be posting on your social media frequently. Now that your semester is starting to get into the flow of things you can show off all your achievements, socials and news throughout the year.
- Any student participating in your society's activity should have paid for their membership. You can check who has and hasn't paid by checking your sales reports on the SU website. This can be found on the admin tools section that you will have been shown during your committee training.
- Start planning events for the rest of the year with your committee. It is never too early to plan your events for the year. Think about spacing your events out and have a variety of different events such that all members feel they are being catered for.
- If any of your committee are yet to complete their training then we would need them to do it as soon as they are back. Details of when they will be held will be emailed to the committee and you should make sure everyone on your committee has completed their training. Training times can be found by following this link here <https://www.uea.su/opportunities/training/>
- Consider having a welcome social for all your new members so they can meet your society's current members. You want to make this an ice breaker for your new members where they can meet their fellow society members and give them a chance to feel involved and integrated.