

Moving Your Student Group Online

A guide to Increase and
Engage membership

Think about the following.

What made you join your
Student Group?

Why should someone
join your Group?

What activity are you
running?



01

Who are your members?

Why did they join?

What are they enjoying?

What do they want to see?

Did last years members re-join?





02

Who are you not engaging?

Has someone got a membership but not coming to sessions?

Are your events Accessible?

Are they advertised?

Do other Students know you exist?

03

How are you engaging the members you already have?

Are the events that you are running relevant to what your group is about?

Have you got membership feedback on previously run activities?

Are you running weekly sessions?

Are you advertising these sessions on UWLSU.com Events Page?

Your members will engage in the activity that appeals to them. Something made them join your group, so now you have to keep them engaged. Did they enjoy the session that you've run, what would they like to see. If they re-joined, what did they enjoy last year? What would they like to see again.

04

Plan for the Long Term

Whilst we maybe in and out of Lockdowns or different Tier restrictions, you should be planning for activity that can be adapted to online sessions should you not be able to access a Studio/pitch/classroom.

Don't be afraid to mix things up. If your members are sick of quiz's, what about movie nights?

How about running workshops or channel your inner Joe Wicks and run a fitness class for your group.

There is currently no end date for this. So being able to adapt and plan will allow you to not only continually engage the members you have, but they will encourage others to get involved.

Advertise your events. If you don't know something is happening then you're not going to attend are you?

Work with your Coordinator, they will support you in your activity and help you to plan for future events.

05

Advertise your Activity

Any weekly events or training sessions should be advertised on the SU Website. Because we lost out on having a Freshers Fair, we lost out on the opportunities for getting your group advertised.

By promoting your group's activities via the website students will be able to see what is going on and when

Send through your weekly sessions to your coordinator. Include a logo and an event description (include days and times) and we can get this on the website for you.





Remember what made you join

Draw upon your own experiences. What was it that made you join? Furthermore, what was it that made you become a committee member?



Make activity enjoyable

If you find something boring you're not going to do it again are you? So make it fun.



Students know best


Students know students best. Getting Feedback will help you to ensure that you continue to deliver the activities your members want to see.

07

Students will remember what you do

We often see on feedback that one of the most remembered things for Students' about University is their time in Student Groups. You have the opportunity to make a Students time at UWL that bit better. You'll create friendships for life, you'll make memories and you'll benefit people more than you'll know.

Remember to reach out to your members. If they are not engaging just check in on them and make sure they are ok. As we have said, we know this is a challenging year, but adapt, advertise and engage and you'll make a world of difference to your members, and your own student experience.



We are not all in the
same boat. We are all in
the same storm

DAMIAN BARR