

## Getting Paid for Recruiting.

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Hot weather can effect training how many people who turn up to train in martial arts. The hot weather in summer also generates additional opportunities. If I said you could get paid to advertise for new recruits and get to keep the new recruits free it sounds to good to be true.

The thing is things that sound to good to be true usually are but this idea is tried and tested as well as simple to do and needs little more outlay than a few postage stamps and a look at the yellow pages / telephone directory and a little of your time. The results in amount of students you can recruit can be phenomenal if you do it right, the content of a display will be responsible for your success. In one year I raise over £2000 in extra funds for my school and recruited hundreds of new students.

Most schools, colleges, universities and education establishments have events from fairs, fetes, proms, shows, galas, barbeques and various other events. In the summer particularly many of the events are outside.

I wrote to schools and colleges to the head principle and the parent & teachers association/committees at each school and college establishment in the local vicinity of my martial arts schools. Two letters were always sent because I realised things not only get forgotten but the more people who know what's on offer the more chances of success I would have. I would mention in both letters two copies had been sent to the school etc.

The letter stated we could offer free martial arts demonstrations at their events. Although we could do it for free if they wanted breaking demonstrations or demonstrations that required us purchasing something we would appreciate a donation that would cover our costs of materials

etc. I would then list the demonstrations and the associated costs of bricks, blocks, pots and equipment etc as a guide. We went on to say any monies left over from a donation would be spent on new training equipment to enhance safety in our martial arts school.

When I sent the letters I was interested in recruiting alone and didn't expect the amount of support and donations when they booked a demonstration. The guide costs would be saying £10 or \$16 and the donation was £150 or \$225 approx. This happened again and again and over the course of the summer we had a good recruiting drive and many donations. I made a point of repeating this annually and I found I was invited to school dinners for talks; self-defence courses and the local paper always took an interest. The spin off benefits were good and I developed a worth while relationship within the local community.