



E-BOOK

SURVIVING COVID-19 FOR STUDENT ORGANISATIONS

PREPARED BY

Get

2020

COVID-19 (CORONAVIRUS) STUDENT ORGANISATION HANDBOOK

This e-book has been prepared by the global Get team to support our student organisations during the COVID-19 (Coronavirus) pandemic. The vast majority of clubs have had their events cancelled, and their plans for the year dramatically upheaved. At Get, we believe that there is always an opportunity for our organisations to grow and we believe that student leaders (the world leaders of tomorrow) have the power and capability to achieve whatever they set their minds to. We hope that this handbook comes in useful in framing, inspiring and progressing your ideas.

In addition to this e-book, in this uncertain time we have released new features that can empower your club's needs and wants. These include:



1 ONLINE EVENTS

We have released a new way to sell event tickets - for virtual events. Instead of setting a location, add a link to your tickets - like a Zoom or Kahoot.



2 COMMUNICATOR

Build and filter dynamic Contact Groups based on whatever criteria you want. You can then mass message these groups (or individual members), through the Get app, and choose to send them an email as well.



3 DIGITAL MEMBERSHIPS

Recruit new members through Get online and automatically send them a custom digital membership card - loaded with any sponsor deals you may have.

4 MERCH DELIVERY

The Get Team in your country can help you with our network of local delivery partners. This way, you can still sell merchandise and deliver directly to your members' doors.

5 ANALYTICS, DOCUMENTS & CALENDAR

Stay organised with a plethora of team tools. Use analytics to look back on previous events, member and merch sales. Host documents centrally and give your entire team access. See your past and future events, merch and membership calendar visually, and plan ahead.



6 TEAM WORKSPACE

Communicate easily with your team through the new Team Workspace.

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Events

5 WAYS YOU CAN CONTINUE TO ENGAGE YOUR MEMBERS WITHOUT EVENTS



We aren't always able to control everything that influences us, as much as we wish we could. Sometimes, it's out of our hands - budget constraints, rules and regulations, political situations or even pandemics. But that doesn't mean you can no longer provide anything of value to your members (and potential members) and keep your club's influence ticking along until the next time you can hold an event. Read on to find five different ways to continually engage with your members, other than holding events.

1. Produce relevant digital content

A consistent digital presence, through social media and email channels, is key to making sure your members know/remember who you are and feel invested enough to commit to future events, membership or merchandise purchases. You might share relevant job opportunities, any community events or initiatives they can partake in (fundraise for a charity!) or interview some of your members, 'Humans Of...' style.

2. Hold events via video conferencing and livestream

Where you can't get people in a room, get them online! There is a lot of money to be saved with video conferencing - venue hire fees, catering, photography, and more. Wanted to run a panel with experts of your club's subject matter, but weren't able to?

Get those experts to call in to a moderator, and run the panel online. Allow live access to the panel or pre-record and release it as a Facebook Premiere. **Reach out to us to discuss sponsorship for Zoom Pro to power video conferencing for your team.**

3. Publish detailed guides and e-books

Publications are one of the first things that get cut when time is short. Without the time needed to plan and execute events, your entire team has more time to contribute towards written resources that can be distributed digitally. Create blog posts with relevant content on your club's website or social media channels, or mock smaller articles up into an e-book collection using Adobe Indesign, and distribute the PDF. Some examples of content you could produce includes job/careers guides, first year guides, 'what you don't know', past year summaries/reflections, and inside perspectives on running your club.

4. Sell merchandise, delivered to your members' doors

While you may not be able to run events, focusing on merchandise is an excellent option that provides your members with some great items, and you with some club clout and some profits, too. You can order merchandise from companies like The Print Bar on an individual basis, and repeat orders delivered to different addresses. This also allows you to customise each item, should you want to. You can use Get to collect money and information from your members for this merch - and contact us to help with ordering it, too.

5. Provide a useful sponsorship deal

Reach out to companies that may be able to provide something of value to your members outside of an event. This may include discounted coffee near campus, subsidised online softwares (Netflix, Canva, Spotify) or free movie tickets with a merchandise purchase, for example. Ask what your members need - and more importantly, what they want, and try and find a company that can assist. You can add this deal to your Get digital membership card, so all of your members can access it easily. For more tips on acquiring sponsorships and demonstrating your value to potential sponsors, check out our [Sponsorship and Partnerships Guide](#).

Events

UNI CLUBS, BUT MAKE THEM VIRTUAL



In a matter of weeks, COVID-19 has changed the world of work. As universities continue to prioritise the safety of their communities and members, many in-person club and society events and gatherings have been cancelled. This leaves people looking for ways to stay connected. We've heard from a lot of you as you are considering virtual alternatives.

Virtual Event Ideas

Networking

With most of the workforce online and at home, now is the time to reach out to any professionals in your industry through Linked In to connect and express any interest in their experience or even ask for a quick phone call. You can encourage your members to do so and provide them with a list of contacts.

Panels

Group video phone calls over Zoom are a great way to run a virtual panel with industry professionals. The chat function on Zoom allows members to ask the panel live questions.

Social and fun events

Not every club has a business or career focus and can run the types of events listed above - or even if they do, these can get tiresome! In a time of isolation, simply seeing other society members face-to-face might be all someone needs.

Host a video call with a theme:

- A 'mukbang' - a YouTube trend where everyone watches other people eat. There is literally nothing bad about this.
- An online speed-friending event (most video conferences allow you to put people into breakout groups or 1-1 conversations).
- A talent show! Ask for performances of singing, dancing, comedy, or other special talents (even just party tricks) for your members' enjoyment. These can be as a live video chat or you can get members to submit individual videos that you share through your club's social media channels.
- Trivia night! Run online trivia using a software like Kahoot, and livestream your President reading the questions. You can also use video conferencing to group people into teams or allow participants to see everyone else's reactions.

Virtual alternatives to in-person engagements

Zoom

Zoom is a video conferencing app that makes it easy to start and join meetings to collaborate across any device. It syncs with Google Calendar, making scheduling events or calls easy. Your attendees can chat alongside any video conferencing that is happening - for example, to ask questions of panellists - and what's more, you have total control over who is in the call.

Get's Communicator Tool

Once you set up a Zoom event, you can share the link with your members to join through with the Get Communicator Tool - an instant messenger that will send them a message through email and the Get app. No more wrangling spreadsheets to upload to a mailing software! Get stores all of your past event attendees, members and merchandise buyers as well as your current membership base, so you can invite every person that may be interested in your virtual event, in one click.

Think beyond these ideas as to what your club could achieve at this time - the possibilities are really endless and how your club bounces back from this time depends on you. During this confusing time, we encourage you to manage and support your organisation with creativity, adaptability and positivity.

If your club is interested in hosting an event over video-conference, Get is willing to support this by contributing to the subscription fees this semester for selected providers. Get in touch for more details.

Events

GIVING YOUR MEMBERS INDUSTRY INSIGHT VIRTUALLY: A CASE STUDY



Faculty based clubs know all too well the importance of connecting students with industry professionals. Even as a student, you know how valuable it is to be given opportunities to network and hear from people who already have a career in the field you're wanting to enter when you graduate.

If you're a club with a focus on professional development, connecting students with professionals probably happens in person in the form of events, such as networking nights. There may typically be a panel of professionals who answer questions in a 'Q&A' format during the event. In an ever-changing world of global pandemics and the capabilities of the internet becoming more advanced, you might be looking for ways to connect students with professionals virtually and move these events online.

The Case

The University of Queensland's Journalism and Communication Students Society (JACS) is just one club facing this challenge. This society runs a Professional Networking Evening each semester where students get to network with professionals and hear from a panel. With this event having to be postponed due to the COVID-19 situation, the society was still wanting to connect students with industry professionals. They've decided to use their contacts in the industry to move this panel online.

How it works

Each week, the society will feature a different professional on their social media accounts. This feature will include a video of the professional answering a range of questions, similar to what would be asked on the panel at their networking nights. All they have to do is film themselves answering these questions sent to them by the club (this can just be on their phone) at any time that suits. They then send their recording through to JACS and the team edit the video. The video accompanies some background information about the professional and their organisation, as well as links to the company's Facebook and website, and the individual's LinkedIn and Twitter for students to connect with.

Why it works

This form of online 'networking' is effective for a number of reasons.

- We all know that professionals are busy, but this only requires 5-10 minutes of their time.
- It's not a huge commitment from your society. President of JACS, Georgia Schefe, says, "Having one featured professional each week is totally manageable, especially because we're not focused on running any physical events right now. All our focus is how we can bring things online for our members."
- It's simple to create. Even if no one in your club has any experience editing videos, there are so many quick online tutorials out there and it can all be done through something as simple as iMovie on your laptop. It doesn't have to be fancy – in cases like this, sometimes less is more.
- Your members are still gaining industry insight and forming connections. LinkedIn is where it's at!
- It allows you to connect with professionals you may not otherwise connect with. For example, your networking events would probably only have professionals in attendance who live in the area but having this all online allows you to connect with a broader range of professionals from around the world.
- Your society is maintaining an online presence. Whether you find yourself amongst a global pandemic and are worried about your members forgetting about you, or if you're just wanting to boost engagement online, this is a great option.
- It can be a great way to keep your sponsors happy. You may have sponsorship agreements with organisations in your industry who may normally expect promotion at your events. If you're moving your events online, featuring an employee from your sponsored organisations in these weekly highlights means they're getting something out of it, too.

How to do this for your society

1. Think about the industry connections your club already has. This could include personal contacts and workplaces of your executive members, faculty staff, sponsors and alumni. Do your research and make sure these professionals have enough experience and difference to offer something valuable to your audience. Reach out to them for an expression of interest and include a couple of questions as an example of what they could expect to be asked.
2. If they're interested, send them through a list of questions relevant to their job position and organisation. Make sure each professional isn't asked the same questions - spice it up! Some questions could be:
 - What is something you wish you were told when you were at university/when you started in the industry?
 - Has there been a time in your career that you 'failed' and how did you overcome it?
 - What are three key skills you think every journalism/teaching/engineering student should have to make it in the industry?
 - What's the biggest tip you'd give to students wanting to get their foot in the door?
 - How important are internships?
3. In this same email, set them a deadline – even if you don't need it for another month or so. This will keep them accountable and make sure it doesn't slip through the cracks.
4. Once they've filmed the video, have a way for them to send it to you – whether that's via email, Dropbox or Google Drive.
5. Brainstorm how you'd like the video to be edited and how you'd like it to look. This might include editing the questions and adding the text to the video, so your audience knows what question they're answering.
6. Get your members excited! Let them know these videos will be released weekly, featuring a different successful professional in the industry. You can get creative with this and use your online platforms to let your members know of this exciting new initiative.

If your society has been creative and moved any of its operations online, we'd love to hear from you! Please get in contact with us to share your ideas and your story.

Online

YOUR ONLINE PRESENCE – WHY IT'S IMPORTANT AND HOW TO CONNECT



It's no secret we live in a digital world. With everyone being online and connected through the internet, it provides major opportunities for societies to connect with their members and build brand awareness, especially in times where human interaction may be limited.

Why it's important

Having an online presence is integral to the success of a student society. Not only is it the most effective way to communicate with your members and let them know what events are happening or to share industry news, it's a great way to remind your members that you exist. This might sound obvious, but if it's been a while since your last event or stall, students may have forgotten about your club. Connecting with your members regularly and staying fresh in their minds helps with engagement and helping your members feel connected – not only with your society, but with each other. This is particularly important in the situation we're facing right now, where self-isolation and minimal human contact is made a priority.

The power of online is endless – it's an anywhere, anytime medium and exists everywhere. University clubs and societies have an opportunity to make their online presence something memorable, and there are many ways to do that.

How to connect

There are so many online platforms out there, it can be hard to know which will be the best to maintain a positive online presence and connect with your members. We've put together a list of some of the most popular ones and why they're important.

Social media

As of January 2020, Facebook has 2.45 billion monthly active users, and Instagram just over 1 billion. Chances are, your members are on social media. It's no secret that university students love social media and use it to connect with friends and the wider community, so having a social media presence as a society is paramount.

Other social media platforms you can use to connect with your members include Twitter, LinkedIn, Snapchat, and even TikTok if you want to get creative.

Website

Making sure your society has one central place online that has everything there is to know about your society is also important. Having a website is the best way to do this - it can include things like when your events are on, an 'About Us' section, a list of your exec members and who your sponsors are (including the deals they provide your members). If you want to be really organised and connected, you can also have links to important university sites, such as Blackboard.

Your University/Union

Most universities and unions have a website and Facebook page of their own. They'll often have a section that lists all the societies on campus and what they do. This is great for attracting new members to your club who may not know about you - looking through the list of clubs is one of the first things people do when they start university. If this page has outdated or incorrect information, reach out and ask for it to be changed as a priority.

Email

When your members sign up with you, more times than not, you've collected an email address. This is such important information for a club but is often seen more as a formality rather than an opportunity.

Sending emails to your members is one of the most effective ways to connect with them online. Whether you want to email your members to let them know about an upcoming event or job vacancies, emails tell your members that you've got something important to say.

Some clubs even use their membership email database to send monthly updates to their members, including everything from upcoming events to industry news and internship opportunities. This is a great way to engage with those members who may not always be active on social media, and helps them stay in the loop.

Get's Communicator Tool is an easy and effective way to do this. Reach out to us for more information!

What to say

Through any of these channels, it's important to remember that the same rules for events - giving your members value, so they feel a need to buy a ticket - apply to your online presence. Your members are not going to read all of your social media posts and your emails unless you make it worth their time.

Share things that are interesting, relevant, and unique to your society's purpose and objectives. Use personalisation in emails so that every member gets addressed with their own name by the society. Keep things short, snappy, and simple where possible.

Think about - if you were a member of a club (and you most likely are), what would I want to receive? What would make me want to read an email or a website blog post? Use this to underpin your online communication and you'll be on your way to an engaging and thriving online presence for your society.

Online

THE POWER OF INFOGRAPHICS



An infographic is a visual representation of information or data. Having visual content to accompany your social media posts or email blasts is incredibly important. Research shows that 90% of all the information transmitted to the brain is visual and 40% of people respond better to visuals. This means that infographics have huge potential to influence our marketing and online presence. They're also simple to make, especially with the help of free online platforms like [Canva](#) and [Piktochart](#).

Here's why you should be using infographics in your club's marketing.

They capture and hold attention

When people are scrolling social media online, they're looking for something engaging. It's important that your content has the capacity to capture and hold the attention of your audience, whether they're just scrolling through their Facebook feed or have come to your page for specific information.

If your written content has an image with it, it's four times more likely to be viewed by your audience. Having a visually engaging and interesting infographic is a great way to capture your audience's attention and lets them know that you have something important to say.

Things to consider when making eye capturing infographics include:

- Making sure it's not too full of information
- The colours make sense
- The text is a readable size

Choose the correct format so it's easy to read on that platform - for example, you'd use a different template, layout and size for an Instagram post as you would a long email.

You can even get creative with infographics and expand them to include more than just text. Think graphs, pie charts, emojis, cartoons and photos... there is no limit! Canva has also recently released a new feature that enables you to incorporate animations in your graphics, adding a new dimension and transforming it into more than just an image.

They relay information in a simple way

Infographics are a great way to synthesise complex information. In the world's current situation with COVID-19, your club has probably had to postpone a lot of events and your team would have a lot of information you want to relay to your members. Adding these key messages to an infographic is a great way to make this information visual.

During these times, you can also use infographics to promote your club. Combining information like your total number of members, number of people on the executive team and a tally of the number of events you run in a year are all pieces of information that you could make visual to relay to your audience. You can also make infographics on tips for your members while studying from home in isolation - things like self-care while in isolation and how to navigate online classes.

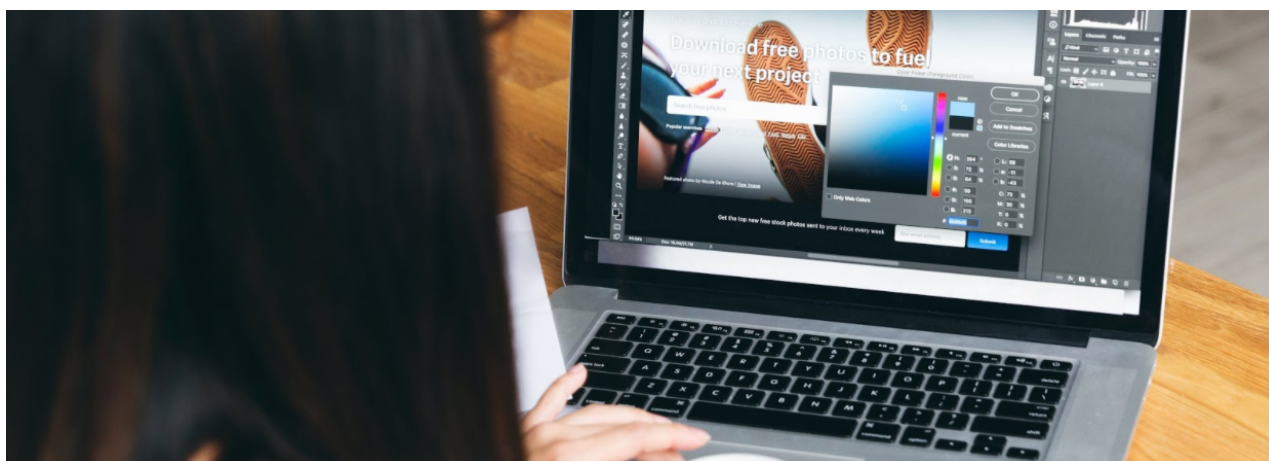
When this is all over, infographics can also play a role in helping you synthesise information about your upcoming events. There's nothing worse than having to read a lengthy paragraph of information just so you can find out the start time and location of an upcoming event. Accompanying this text with an infographic that includes information like when the event is on and where it's happening is a quick and simple way to make sure your members know the important specifics of what you're trying to say. If members can easily find out key information in a quick and synthesised way, they're also more likely to trust you and will appreciate you getting to the point.

They help your club stand out

When people get trapped in an endless scroll on social media, having engaging visuals is a great way to be noticed among the crowd. Not only does it help to capture attention, using infographics is a way to set yourself apart from other clubs. Using infographics makes you come across as organised, clear and concise. This is so important for a university society - while your club is run by students and your members are also students, you're also a "business" in a sense and want to come across professionally. Infographics will help you stand out among other clubs and increase engagement among members. You can even include a call to action in your infographics, asking members to comment on the infographic or to message your society. As we know, the more clubs stand out and the more engagement societies have with their members, the stronger the club.

Online

HOW TO CREATE STUNNING VISUAL CONTENT FOR YOUR MEMBERS



We know that having an online presence is incredibly important, especially in times when we rely heavily on the internet to connect us with each other, and clubs rely on it to keep their members engaged. What's even more important is the content we post online. It has to be engaging, on brand, eye catching and clearly convey our messages.

When it comes to designing stunning visual content, practice makes perfect. Most of the time you won't know what looks good until you get in and give it a crack for yourself and experiment with colours, themes and text. But to make this a little easier and to give you somewhere to start, we've put together a guide on the kinds of visual content you can create for your members and how to go about creating them.

Videos

Videos are a great way to capture your members' attention and make things exciting. A lot of people are scared to use videos as they don't have any video editing experience or don't have a professional camera to record things. The good news is, you don't need either of these things! Videos expand so much further than this.

Videos can be used for a range of things. If you're running a workshop with an industry professional, you can film a quick promo with them talking about the workshop and what it'll cover. These kinds of things require hardly any editing at all and can be uploaded straight to your event page. While these types of videos are effective, videos don't have to include footage of people at all. You can get creative! Some of the most effective videos use only text and animation combined with some upbeat background music.

There are many ways you can go about creating videos if you've never edited video before. If you've got an Apple Mac or have access to one, iMovie is one of the simplest ones out there to use. If you don't want to start from scratch, you can even create some banners and social media tiles to incorporate into your video - just add background music and you're set. Keep in mind copyright on any music you use as these will be automatically stripped from many social media sites if they don't comply. You can also face legal ramifications for this. We suggest trying to use royalty free music that's available for commercial use.

Social media tiles

Social media tiles are an essential for Instagram and should also be an essential for your other social media posts and email blasts. We know that content accompanied with an image is seen by more eyes than if it was just plain text, so it's important that the social media tiles you use aren't just there for the sake of it – they should add value to your post.



You don't have to be a graphic design whiz to make engaging social media tiles. There are so many free online platforms that are user-friendly and have so many templates available that you can easily adapt to make your own. One of our favourite platforms is [Canva](#).

While Canva has social media templates available, there are some things to keep in mind when making them to ensure you're adding value to your posts.

Colours

Make sure the colours you use in your tile make sense with the tone of the post. This could include using your society's key colours to promote your merchandise or using darker tones to promote an evening networking event.

Keep it simple

When designing social media tiles, it can be easy to get carried away with all the options available and be tempting to include too much. More times than not, less is more. Keep it simple and don't overwhelm your audience with too much text, too much information or too many features.

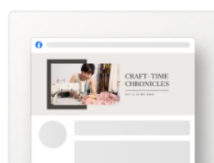
Cover photos and banners

Cover photos and banners aren't just important for Facebook – they're also great to use on your website. They're most commonly used to promote Facebook events as the key photo at the top of the event page, but can also be used as headings on your website. Canva is also a favourite platform that many clubs use to make their cover photos.

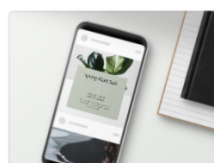
Something important to note about making cover photos for Facebook is that the dimensions required for a cover photo vary depending on their purpose. For example, if you're updating the cover photo to your society's main page, the "Facebook Cover" pre-set dimensions on Canva are perfect. However, if you're making a cover photo for a Facebook event, "Presentation" is a better fit. If you're at all worried, you can check out Facebook's required dimensions for cover photos on their website for [events](#) and [homepage](#) cover photos as they often change as Facebook updates their layout.

Create a design >

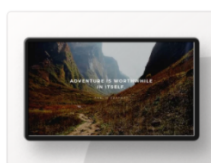
Custom dimensions



Facebook Cover



Social Media



Desktop Wallpaper



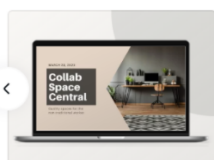
Poster



Prese

Create a design >

Custom dimensions



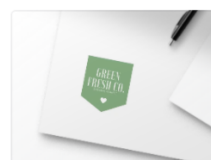
Presentation



Business Card



Card



Logo



Vi

When it comes to making cover photos for your events, there are a few things to consider.

Essential information only

Like with social media tiles, it can be easy to get carried away. If you're promoting an event, people want to know the key details quickly. This includes the name of the event, if other societies are involved, the location, date and time.

Be on theme

If your event has a theme, design your cover photo to mirror this and have some fun with it! If your event is a social barbeque, don't be afraid to use some bright colours or even some cartoon snags to bring your banner to life. If you're running a professional event, use lighter colours if it's a breakfast and deeper tones if it's an evening event. Keep it clean and neat, just like how a business would promote a company event.



Include your logo

This might sound simple, but it's so important to stick your logo on every cover photo you make for your events. This helps with brand recognition and puts ownership with your club. This isn't just important for your members, but also important if it's a public event where industry professionals might be attending or the venue hosting your event wants to promote it. Make your club stand out!

Easy to read

Designing cover photos for events present so much opportunity to get creative, but it's important to know when to stop. Try not to make your cover photos too full of information or too busy for the eyes with design. This also includes making sure that the text you include on the banner is easily readable – the font is clear and a decent size, and the text stands out from the background colour.

Infographics

We know that infographics have the power to relay complex information to our members in a simple graphic, but how should we go about making them?

iktochart is one of our favourites for complex infographics that include data. They have heaps of pre-set themes to inspire you and have easy options to input your data and it creates visual representations for you. Piktochart has some easy [five minute guides](#) on their website about how to get this set up.

We've put together a couple of tips on how to make your infographics stand out.

Think of your audience and platform

The size of your infographic and the amount of information you include will heavily depend on what platform it's going to be published on. If it's going on Instagram, consider making something square in size and with minimal information. Because you've only got a small space to work with and your members will be viewing this on their phones, you want to make sure everything is easy to read and understand. However, if you've got quite a lot of information and the infographic is quite long, it's more suited to something like Facebook or an email where people can scroll and view it on a desktop.

Not too much information

Infographics are a great way to synthesise information and present data visually. Before you get started, it's good to think about how much info you have and how much you want to share. If you have a lot of information and are wanting to represent data in large pie charts and graphs, it might be worth splitting up the information into a few different infographics so as to not overwhelm your members. This includes leaving plenty of blank space and making the data look visually appealing on the graphic. The purpose of infographics is to make things easier for your audience to understand, not more complex.

Photos from events

Everyone loves seeing photos from their club's events. It's photo evidence that people attended your event and had a good time! These images don't have to be professional photos taken at an event, they can just be ones you snapped on your phone (after all, smartphone cameras are almost just as good as professional cameras these days).

This makes for excellent content to use for your members - you can include these photos in promotional cover photos to advertise future events, or can post them on their own.

But, there are things you can do to take your images to the next level. There are so many free and easy editing softwares available, both on your phone and online, that allow you to edit your photos. This doesn't have to be much - it can be as simple as playing around with the brightness and contrast in the image to make your photo really pop and stand out.

Before



After



GIFs

If you've got a couple of simple social media tiles or a couple of fun images, why not make them into a GIF? There are so many websites, such as [Giphy](https://www.giphy.com/), where you can upload a series of images for free and the site compiles them into a GIF for you to download. While you can use images in GIFs that have text in them, it's important to consider how long it takes to read and understand the text in these when deciding how many seconds to leave between flipping to the next image. Infographics and other text tiles with lots of info aren't the best for GIFs for this reason, but images for your events are a perfect fit. GIFs are particularly effective on social media as they capture attention and allow you to showcase a number of images in just one post.

Team

CREATING A POSITIVE CULTURE TO MOTIVATE YOUR EXECUTIVE



Whether you're new to the world of clubs and societies or have been on an executive team for a while, everyone knows the importance of having a positive culture among your team. It's similar to a workplace – everyone wants to enjoy work as it motivates them to perform better and encourages them to stay in the job for longer. Same goes for clubs and societies – everyone on an executive wants to enjoy their time as an exec member, and it's important for members to feel motivated to complete tasks.

So how do we ensure this among our own executive team? While clubs and society President's are usually the key facilitator in manifesting and encouraging positive culture in your club as well as ensuring everyone is motivated, it's equally important for other executive members to take part in creating and maintaining this culture.

We've put together 5 ways you can create a positive culture among your team.

Check in with your exec

When you're caught up in the hustle and bustle of planning events and life gets busy, it can be easy to only focus on the inputs and outputs of your other executive. While it's important to keep each other accountable for workloads and ensure deadlines get met, it's just as important to check in with your exec to see how they're going.

This is particularly important when your exec might not be meeting regularly face to face, and especially in times of uncertainty and concern like we're facing now. Checking in on how your fellow exec members are finding their uni classes, how they're enjoying work and how their personal lives are tracking is incredibly important. This also helps build rapport and means you get to know your teammates better.

Checking in with your exec is also important if some exec members are struggling to meet deadlines and complete tasks. Take the time to check in with them and see how they're going – much like the situation we're all in right now, there can easily be something else going on behind the scenes. In these situations, it's important to band together and help each other out. After all, your executive is a team. If your team feels cared about and valued, they'll be more motivated to contribute and complete their role to the best of their ability.

Balancing the professional and personal relationship

One of the biggest challenges can be finding the balance between having a professional relationship with your exec and having a personal relationship with your exec. It's common for people to be friends with other members before joining an executive team. It's also quite common for exec members to become close friends as the year goes on. After all, you all have similar interests and are consistently working towards common goals. However, this can become a challenge when that line becomes blurred. For example, if you're the Events/Social leader in your team, you may have officers who help you organise these events. If you ask their help on something and, for whatever reason, they don't deliver, you don't want to feel uncomfortable following that up in a professional setting just because your personal friendship has progressed. It's important to keep all of this in mind and one of the best ways can be to have an open conversation with your executive about this as early as possible.

This doesn't mean that having a personal relationship with your executive members is a bad thing! One of the main reasons a lot of people join the executive committee of a club is to meet new people and make friends. This is a huge motivation for members and if everyone in your team is getting along, they'll be more motivated to complete tasks to the best of their ability and not let other exec members down.

Have clear expectations from the beginning

One of the best ways to facilitate a positive culture is to have clear expectations and goals from the beginning. This extends to all executive's voicing not only what ideas they have for the club and what goals they want to achieve during the year, but also what they hope to get out of the experience and where they want to be at the end. Having this conversation allows each member of the team to be heard and express their thoughts and ideas, making each member feel valued and providing them with a sense of community. Outlining these expectations also helps facilitate positive culture as it makes sure everyone's on the same page and ensures everyone knows where each other stands. It also helps exec members stay motivated as they know what goals they're working towards. In turn, this helps avoid any conflicts and helps things run smoothly.

Consider having a Welfare Officer

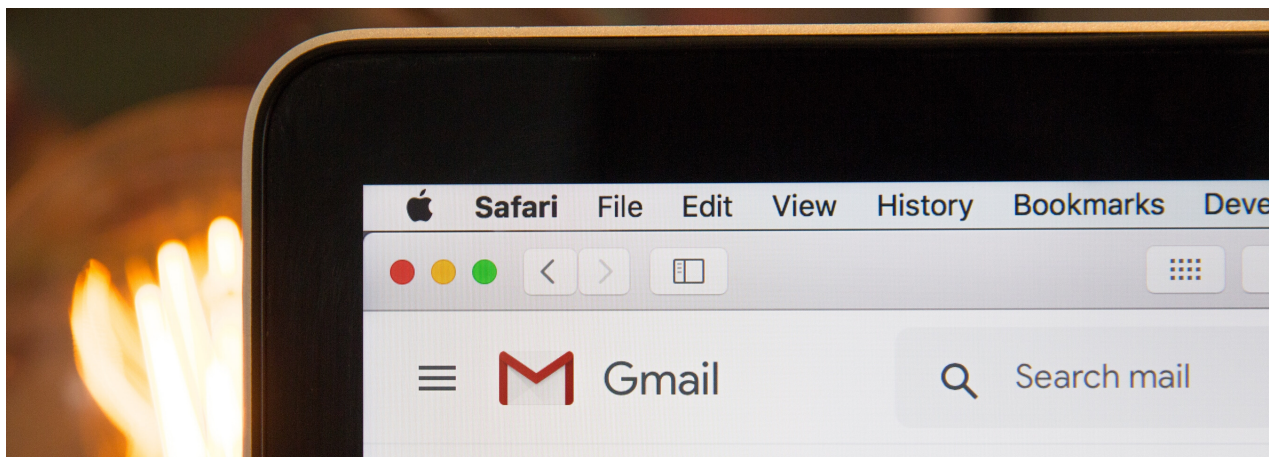
This may be in place for many societies, but if your executive doesn't have a welfare officer, it may be something to consider to help facilitate a positive culture. The role of a Welfare Officer varies from club to club, but it's essentially nominating someone in your executive to ensure the welfare of not only the rest of the exec, but your members, too. This doesn't just mean they're your go-to at events if something goes wrong, but also includes being the executive's point of contact if there are any disagreements or conflicts within the team. When it comes to creating positive culture, having someone appointed as a welfare officer can be a great way to make sure everyone feels at ease knowing that there's an unbiased person there to mediate any situations that may arise, just in case. If you don't want to start an entire new position for this role, you could consider adding it to the responsibilities of an already existing title.

Have fun!

This might sound obvious, but it's important that among all the seriousness that comes with being on an exec like signing contracts, pleasing sponsors and running events, you also still have fun along the way. Facilitating a fun team environment is one of the best ways to motivate your exec - like anything, if something is fun and enjoyable to be a part of, people will enjoy their roles and look forward to completing tasks. It's also important to not take things too seriously sometimes. At the end of the day, you're all volunteers and all members of an executive for the experience, so don't forget that.

Online

THE BEST EMAIL PRACTICES YOU'LL EVER LEARN



With an increasingly digital world, email has become one of the most important communication tools we have. A lot of emails contain important information, and are being sent to colleagues, professionals or other businesses - not your friends, who you are comfortable with. Club and society executives have the added pressure of emailing individuals and organisations on behalf of their organisation - in essence a small business - which may be their first time doing so. Here are some tips to writing better emails for a variety of purposes.

Keep it short

No offence, but most people don't want to read a 1,000 word email, especially if they don't know who you are. Reaching out for event support, sponsorships, or professional engagements on behalf of your society will often be to someone who doesn't know you and, frankly, probably doesn't care. While you have the opportunity to make them care in the email, if it's too long, you've already lost them.

Think about the most simple way you can express what you want to ask. Instead of spending 500 words of a sponsorship reach-out email explaining what your society does, how much you love the brand, etc., keep this to 50-100 words and use the rest of the email to outline what you can offer the organisation in dot points - and real numbers. We'll go into more detail on specificity later.

Show interest

It's important to show that you have not sent this exact same email to 15 other people. You need to show interest in the person you're emailing, otherwise they'll have no reason to show interest in you. This is especially important if you're reaching out to somebody for the first time. Say, for example, you're asking young working professionals in your industry to attend your society's panel event. Don't just tell them about the event and ask them to be part. Start your email by showing that you actually give a damn about them, individually. For example,

Hi [Name],

My name is [Your Name] and I came across your LinkedIn profile/research paper/blog when looking for [industry] professionals. I thought it was fantastic - particularly your recent post about [topic] - I totally agree. You should write a book!

In fact, I was so impressed with your profile that I think it's absolutely necessary that we invite you to speak at [society name]'s industry panel on [time/date] at [place] - I'm the [position] and am organising the event. You'd be incredibly insightful for our students and you would be able to make some great connections with future industry professionals - we'd love to have you!

If you're interested, we can arrange a time for a quick call to run through the finer details and confirm everything.

Looking forward to hearing from you!

Warmest regards,

[Your Name]

See how the email is tailored to each particular person, and shows that you have taken the time to engage with their work? Not only does it slam a compliment in the top of the email, but it scatters them throughout as well? This is what makes cold email recipients feel valued and shows you have given them the time of day - so they are more likely to give it back.

Be specific in what you ask of people

We've all received an email, whether individually or as a group, that ends a paragraph with, "what are your thoughts?". We've all not answered that email. Typically, open ended questions or vague requests in emails go unnoticed and unanswered. Specificity is important to give people a clear course of action when they've read your email, and they're more likely to do what you're asking them to. For example:

Instead of:

Let me know if you have any thoughts or opinions on this.

and

It would be great if you could meet me for a coffee, or do a phone interview or whatever works for you, but only if you have the time.

Opt for:

I think we should proceed with [idea]. If you agree, we can get the ball rolling - if not, let's discuss alternatives.

and

Let's video call this week - does 3pm on Wednesday work for you?

Be kind and have personality

Since many people you email have probably not interacted with you in real life, they won't know your personality - so you need to show it to them with your words. This can be really subtle, but even one line can change the tone of the entire email.

For example, many people debate over what the best sign-off is for an email - Kindest Regards, Best Wishes, Sincerely Yours. However, there really is no right answer to this, and you can use your sign-off to be creative! If you've just heard back from a company who are interested in sponsoring your society or a panellist willing to attend your event, consider trying something along the lines of 'The Warmest of Wishes' or 'Forever in your debt' - or whatever else you can think of that shows who you are and fits the situation.

These can be funny, endearing and make people smile when they read the email - something a lot of people need sitting at their work desk - and shows your personality a little bit. It also distinguishes you from other people who email them and makes you memorable.

Put effort into your email signature

Your email signature, personally or as part of a society's email account, is very important. It ensures that the people you're emailing have access to important information like your phone number, website and Facebook/LinkedIn pages. Additionally, it allows you to show off your society's logo (or if you're sending from your personal email, your photograph). Some great free online tools to create email signatures come from [Hubspot](#), [MailSignatures](#) and [MySignature](#). Play around to find a template you like and be sure to include your society's logo, your website, and all social media channels.

Proofread, proofread, proofread.

There is nothing more discrediting than an email with spelling, grammatical or punctuation errors. Email etiquette dictates that you take time writing your email - the proper introduction and sign-off, as well as carefully constructed sentences. You could be making the most poignant and relevant point in the world - but if your email is riddled with errors, you won't be taken seriously. Most email providers have a spell-checker built in to the client - otherwise, paste your email into Microsoft Word or get a friend or teammate to read it over before you send it. You can never be too diligent - after all, first impressions (and every impression after that) count!

Follow up

When emailing potentially 20+ industry experts or prospective sponsorship companies, it can be hard to keep track of who has and hasn't engaged with you and when. We recommend you keep a spreadsheet for each project - for example, prospective sponsors for your merchandise - and track who is replying to you and who is not.

It's crucial to send a follow-up email to unengaged contacts, as they may still be interested. People are busy, inboxes are chaotic, emails get skim read and forgotten, if they're not lost in the first place. Sending a follow up is another opportunity to get your message in front of the person you want to see it, and increases your chances of a reply. Plus, it shows that you care about the request in your email and that you are willing to put in effort and commitment to whatever the relationship with the recipient ends up including.

Online

3 GOLDEN RULES FOR EFFECTIVE ONLINE COMMUNICATION



Many clubs rely on face-to-face interactions with their members to keep them engaged and interested. In between these, or where they're not possible, online communication via social media and email is vital to remind your members what you do and who you are, and prove that you're worth being a part of. Here are some golden rules to keep in mind when using any online communication channels.

1. Plan your timing carefully

The timing of any online communication is crucial to how effective it will be for your audience. Posting promotional communications around prime time (4-6PM on weekends, and 6-8PM on weekdays, when most people are on their phones) will ensure the maximum amount of people see your posts or email.

If you're posting a follow-up to an event, don't wait until it was 3 weeks ago - post that same day. After an event, people should get a follow up post on their way home - thanking them for attending, summarising the event and sharing any early photographs.

Everyone runs on different schedules, and with many student leaders balancing study, part-time work or internships AND the commitment of a student society, that schedule can get a little messed up.

Society things often get left until late at night or at the weekend, as they're volunteer and seem the lowest priority. Forward planning is important where your schedule may not allow you to post at those prime times (Facebook and most mailing platforms let you set a time for a post to go live, or at the very least draft it and have it ready to go). Utilise these tools to maximise the effectiveness of your communication!

2. Know who you're talking to

A key part of crafting great messages is knowing who will read them, and what they want to see. As student leaders, you have an inherent advantage - you ARE a student, and probably a member of several other clubs. Think about what you would want to see in a social media post or a club email. Are you bothered about heaps of detail? Do you want to see the same post a million times? Do you want to see pages simply sharing content without adding captions of their own? Probably not. Apply these rules to your own communication plans. You can also get creative! Can you think of a relevant, funny joke or meme to use as a medium to communicate a message? Use it! If you find it entertaining, your peers probably will too.

3. Always have a purpose in mind.

Every piece of communication that your club or society sends out needs to have a specific purpose. We live in an attention economy, where a simple scroll through social media has hundreds of people and brands alike vying for your attention. Your members don't want to see the same event shared to your wall repeatedly, without anything new that makes it worth engaging with - especially when there are so many other things they could be looking at. Instead of just sharing the event, add something relevant - something as simple as creating a meme about the event or the organisers, running a giveaway (they can be cheap, or even free if you involve a sponsor) or announcing that you are two-thirds sold out. Whatever you post, it must have a unique purpose - otherwise people will have already seen it, and may not engage with that post or future content.

A great way to achieve this is to set a goal, and a way of measuring it - whether it's to encourage people to like and share the post, to click 'Going' on an event, to buy merchandise, or anything else. Facebook and Instagram account analytics, as well as email tracking, are very advanced and accessible these days - use them to measure each post's success. Then, you will be able to see the black and white numbers about which post achieved which outcome, and what you should improve on for next time.

Online

SOCIAL MEDIA CONTENT - 3 WAYS TO STAND OUT AND MAKE AN IMPRESSION



It's no surprise that having a social media presence is paramount to a student society's success. Having content that is engaging and on brand can be tricky, so we've outlined 3 ways your club can stand out from the crowd and captivate your members' attention.

1. Use images and videos

Research shows that posts that also have an image can receive up to 94% more views. Having visual content to accompany your posts makes them stand out – it catches the attention of people who are scrolling on social media and stops them in their tracks. This goes for everything from advertising an event and making club announcements, to sharing internship opportunities and promoting your sponsor's deals.

Having said this, it's important that your images and videos are relevant. For example, if you're advertising an event and wanting to encourage attendance, don't be afraid to post photos with people in them from your previous events. If you run an annual Trivia Night, share photos from your last Trivia Night of people having fun. If you're promoting a club stall, share photos of your exec running the stall. As obvious as it might sound, people want to know that your society is a community and that real people are involved.

Videos are an extremely powerful tool on social media. A post receives, on average, more engagement when it contains a video versus when it does not.

Create video covers for your events, or get your executive team together to film a promotional video for your new merchandise. Not only is it a great way to advertise what you're doing, and engage your members, but it's a great way to bond with your team and - most importantly - it's fun. It doesn't have to be fancy to be effective - even just standing in front of a camera and talking about how excited you are for the next event is engaging content. Take a look at [this funny example](#) from the UTS Society of Communications, this [dramatic themed one](#) from the UQ Economics Society, and this [simple and wholesome charity video](#) by the Sydney Arts Students' Society.

2. Create strong visuals and graphics

If your social media post is full of information, having graphics to accompany the post is a great way to synthesise the most important points. You don't have to be a Photoshop whizz or be the most creative person - platforms like [Canva](#) and [Piktochart](#) make creating visual tiles easy. They have premade templates to spark inspiration and are extremely user friendly.

Visuals also make important information easier for your members to remember. When getting creative with visuals, it's also worthwhile putting some thought into a theme or some key colours you might want to use on a regular basis – this may include using your society's colours or repeating a particular font.

3. Be professional, yet personable

Relating to your audience is important for any brand. For university clubs, your audience is not only your peers and other students, but your wider university community. This can also extend to organisations in the industry and sponsors. That's why it's important to adapt your language to who you're wanting to target, while being both professional and personable.

You can also adapt your language when promoting events, depending on the type of event. If it's a social event, use casual language and content. For example, if you're running a fundraising barbeque or a sporting event, have some fun with it! Where appropriate, you can even use things like memes to get your members excited. However, if you're trying to promote a professional event, memes probably won't be as accepted. It's important to not only make your members interested, but to keep your sponsors and industry organisations happy. Stick to more professional language - your graphics and social media tiles should also reflect this, keeping in tone with the event.

Merchandise

UNIQUE OR UNUSUAL MERCHANDISE IDEAS



It's fairly common to see university clubs and societies promoting their new club t-shirts or hoodies. T-shirts and hoodies are great, don't get us wrong - but there are only so many that your average student is going to want or be able to buy. We've compiled some ideas for some lesser-done merchandise items that your club can produce!

1. Phone Wallets

Rubber phone wallet pockets are very popular these days. A lot of people use phone wallets to keep their cards and phone in one place, and not have to carry a wallet or purse when they leave the house. Lucky for you, they're also incredibly cheap to produce with your own logo and colour customisation - savings that you can pass on. It's a great way to provide your members with an item that they were likely going to buy already, just with your branding - every time they pick up their phone (think about how many times you do that in a day) they'll be reminded of you.

2. USBs

This is an idea mainly for those societies that surround technology - Media societies, DJ societies, photography societies, and the like. If the course or hobby that your club focuses on requires a USB to be used at some point or another, why shouldn't it come from you? 64 or even 128GB USBs are affordable to purchase online with custom branding and colours, and if you play your cards right and order in bulk, you could even end up beating the price for a similar product from a retail store - saving your members money on something they were going to buy anyway.

3. Tote Bags

Almost everyone who receives a flimsy tote bag never uses it again. This much we know. But with the convenience, style and low environmental impact of using sturdy canvas tote bags, they have become a commodity, especially for the student demographic. It's affordable to buy nice quality, branded tote bags that people will want to pay for and re-use; they know it will last them a long time. Here at Get Australia, we've produced tote bags of our own, and we recommend AS Colour for great quality. Additionally, unlike some other products, tote bags have plenty of room for design. Get creative with what you're putting on your tote - source artworks from your member community or use a witty quote/text relevant to your club, alongside your logo. If you're not sure between a few options, let your members vote! They'll feel engaged as part of the process and as a result will be more likely to buy your tote bag when it's available.

4. Water Bottles/Hydro Flasks

There are a huge variety of different types of re-usable water bottles or (currently trendy) hydro flasks available to brand. This again aligns with the sustainable priorities of students as well as exercising responsibility as a club. This is especially a good idea in summer, but everyone needs water bottles all year round. It's yet another thing they will constantly see and be reminded of your brand - it may prompt them to purchase a ticket to an upcoming event.

5. Bottle Openers

Let's face it - students drink alcohol. Most of university culture is centred on drinking - bars on campus, student parties in clubs, etc. - and the vast majority of students take part. Seeing this behaviour, something that provides your members with incredible value, hence making them more likely to buy it, is a bottle opener. There's nothing more endearing for your brand than someone at a pre-drinks needing a bottle opener, and someone goes, "Oh, I have a [Insert Club Name] one, here". These are also incredibly cheap to produce and customise, in keyring form most commonly, meaning you won't need to charge people a fortune to still make a small profit to support the club.

These are just five ideas out of thousands of possible merchandise items. The most important thing to consider when planning merchandise is what your members **actually want**. This will give them value, making them want to purchase it, and have the side benefits of growing your club, decreasing the order risk, and building a small profit to support other club initiatives.

Merchandise

THE ULTIMATE HOW-TO GUIDE FOR CLUB MERCHANDISE



Merch. It's a scary word, we know. For any club or society executive, merchandise can be one of the most exciting things to happen that year. It is so nice to see your members wearing, using and enjoying your merchandise, and helps to build a community identity within your club. It's also the easiest thing to go wrong, and carries a lot of risk - *'what if no one buys it and we've lost our money? What if it doesn't arrive on time? Where do we store it?'*

Thankfully, most of these questions can be answered, if you know how. That's why we've put together this 10-step guide to producing merchandise for your university club or society.

Step 1: Timelines

With merchandise, it's never too early to start planning. There can be a lot of steps in this process that take time, and sometimes even longer than expected. If your team is deciding to do merchandise, before you even know what item you're making, start at least 3 months from when you'd like to sell it. Inadequate time management is what stops most clubs following through on merch. Better to be early than late!

Step 2: Deciding on Merchandise

There are lots of different items that your club may produce as merchandise - from the more common t-shirts and jumpers, all the way down to niche club-branded reusable metal straws. There really are endless possibilities when it comes to what your club decides to produce, but the main rule to keep in mind is that you need to provide value to your members - actually give them what they need. If you're a media society, and all media students need a USB in first semester, sell USBs. If you're a gaming society, sell mechanical keyboards.

If you're a law or business society, and your members will be attending a lot of important networking events, sell a society pin they can wear at these events that is easily recognised. For more inspiration, see our [5 Unique and Unusual Merchandise Ideas](#) article (or directly above in this e-book).

You may want to run multiple merchandise items at a time, and this is possible, but is a lot of work and financial commitment. Most clubs opt for one item at a time (and use the proceeds to fund the next), but doing multiple is entirely feasible if you plan correctly.

Step 3: Research

Once you have decided which merchandise item/s you're wanting, you'll need to start some fairly comprehensive research into what you can order, the variations, and most importantly, the pricing. Always shop around suppliers where you can - don't just place an order with the first promotional products site that comes up on Google when you search for 'custom branded pens'. There is almost always an affordable option and the more you save, the more you can save your members.

Our recommendation is, where possible, to go with suppliers in your country. This is for a few reasons:

1. You'll be supporting a small or medium business! Yay!
2. There's no chance of a miscommunication or hefty fees for currency exchange (most overseas suppliers will charge in USD).
3. Your production time is likely to be quicker, as shipping won't take as long.
4. There will likely be free shipping for your order.
5. They will be receptive to you expressing that you are a not-for-profit student organisation, and may offer you a discount - you should always ask!

It may be more expensive to go with a local supplier, but you'll save money through things like free shipping. Being more sure about delivery times and availability is important, and a local supplier achieves this - you can maybe even pick up the products to expedite the process or save on any postage costs. No point in ordering merchandise if your products are stuck on a ship and haven't got to you on time!

In some cases, it may be far, far cheaper to go with an overseas supplier. In this scenario, you'll need to use your common sense to make a judgement - if you're ordering far enough in advance, it's a lot safer. Planning makes perfect, and ultimately making this more affordable for your members is only going to increase its success.

Other elements to research include colours, materials and design. If you're producing hoodies, check if the method of a supplier is embroidery, or screen printing, or vinyl - this may explain differences in prices between other suppliers. Go into the research process with an open mind, and decide what works best for your club while considering pricing.

It's always best to have a preliminary design in mind when researching merchandise. This will help you determine how many prints there may need to be on a t-shirt, or what size the logo is for a tote bag, which may change the pricing.

Step 4: Deciding Processes

Before you spend ANY money on merchandise, you need to decide on an ordering and distribution strategy. Here are a few popular ones:

1. Pre-ordering

Allow members to pre-order (including paying) for an item before you've placed the order. Some clubs incentivise members to pre-order by running a special discounted price for that time, which you may want to consider. The pre-order method helps to give you an idea of how many you might sell by projecting pre-order numbers over different periods of time, so you don't order too many. It also means that you have access to some money to pay for the order, making less of a dent on your society's savings or club funding. You can then arrange a pick-up time on campus or post individually to pre-orderers.

2. Expression of Interest

As an alternative to your members paying for an item that doesn't exist yet, you can run an Expression of Interest form. This will also give you an idea of interested numbers for your merchandise - but at the same time, these are not guaranteed to be sales as pre-orders are. If this is your club's first merch item ever (or in a while), you may want to take expressions of interests rather than pre-orders as your members won't have had any experience with your club merchandise before.

3. Bulk ordering

With many suppliers, it is cheaper per unit to order merchandise in bulk (say, 100 or more). You may not want to run a pre-order for a number of reasons (time constraints, complications, semester schedules, etc.). In this scenario, if you have plenty of savings in your club's bank account, it's possible to order a larger quantity than may sell at one specific event or club stall. This stock can then roll over to the next year, and the committee following you won't have any additional expenses or planning to do.

This works with simple, staple merchandise pieces, that are unlikely to change year-to-year; sponsor logos, for example, may not be current forever, and so this method should be avoided with merchandise that include them. Again, you can choose to arrange selling/pick-up of items in-person, or post them after ordering online.

4. Individual ordering

A far less risky but more complicated mode of merchandise ordering is to order them one at a time. For example, many local merchandisers (ThePrintBar.com, for one) offer a range of apparel that can be branded using an online editor and ordered to a specific address. This means you only pay for items that have actually already been sold, and there is no limit or 'selling out' - which means there is no roof on your profits, if an item is really popular. This is only available with certain items, like apparel, but can be a lot more economically efficient, especially if the merchandiser organises shipping for you. Get in touch with their sales teams; they may be able to set up easy repeat orders of the same design, to different addresses, or allow you to send different items in an order to different addresses.

You should choose a strategy and ensure the supplier you decide on after the research stage will fit into this strategy - production timelines, order quantities, and so forth.

Step 5: Design and Mockup

At this stage you need to decide on the final design and pricing for the item. Once you have your design, reach out to the supplier you decided on in Step 4 and provide it to them in the file format that they need. Most likely it will be in Adobe Illustrator or a Print-Ready PDF. There are lots of guides online as to how to create these, including outlining fonts, etc. Ask your supplier if you're not sure - but try and format the file yourself if you can to avoid additional artwork costs.

The supplier may send back a product mockup (an example of what the product will look like, with logo placement, size, etc.) or ask you to create one. You can use photo editors like Photoshop or online mockup tools to put your logo on the item. This helps the supplier know what your intention is for the product to look like (or confirm it with you, if they make one). It is also handy for marketing purposes.

This mockup is now something you can use to advertise your new merch to your members. You should announce merchandise on your social media channels as soon as the design is finalised, to create hype! Additionally, you can use this mockup as your product listing image when selling your item online.

Step 6: List and price your item

Now you'll need to list your item online so people can pay for it, and you can set your final pricing.

Your pricing strategy will vary depending on the club's financial standing, union or university funding available, member base size, upcoming opportunities to sell, and a number of other factors. Most clubs opt for a middle-of-the-range price - keeping it affordable for your members but also ensuring enough of a profit from each item to a) cover costs if the merchandise doesn't all sell and/or b) grow funding for future club initiatives.

Get is free to use for merchandise and allows you to list your item with different variants (for example, size and colour) and keep track of order quantities regardless of if payments are made with cash or card. You can easily share the link online and people can order with the click of a button - you won't need to track payments or add them to a spreadsheet, because Get does it for you. You can request a payout of your account balance at any time and it will be processed within a day, in order to pay for your merchandise order.

Step 7: Market your merch and boost sales

To maximise how many of your members will buy your merchandise, be sure to hit them on all the possible online touch points. For help, see our [Guide to Online Presence and Engagement](#), which explains the various channels you can interact through online.

Step 8: Place your order

If you haven't already placed an order with suppliers by this stage, now is the time. You should always leave at least a month (unless the supplier communicates a longer production time) to allow for your products to be made and find their way to you, even if the supplier states less time is needed - you can never be too safe. You can still continue to take pre-orders once you have placed your order, if you'd like, so you don't need to cut it short.

When placing your order, make sure all the fine details are correct - ask for a product design proof and a final quotation/invoice, and double check everything. Once you approve a proof or pay an invoice, often it is not possible to make changes.

Step 9: Distribute!

Once your order has arrived, you're ready to distribute it to your members. If you ordered for all the stock to come to you, but took pre-orders, you may want to post these out - alternatively, you can arrange a pick-up at your next event or at a merch stall you set up on campus. ***The Get Australia team can help with distribution - get in touch.*** For non pre-orders, you should be selling your merch at every available opportunity.

The Sydney Arts Students Society took their hoodies, bucket hats and shirts to their First Year Camp, and sold double the quantity of merchandise that they did on their O-Week Stall - by having all the leaders wearing it and talking about how good it is. It's all about looking for the opportunities where you can maximise your members' exposure to the merch and prove that it is worth their money/they will get value out of it.

Step 10: Tracking and Storage

Be sure to keep track of all merchandise you sell, as well as how much stock you physically have (in case something wasn't logged or paid for, and you sell someone an item you don't have).

You also need to track the finances and make sure that you know exactly how much loss/profit to attribute to the merchandise, as well as planning what you will use any profits for.

Storing excess merchandise can be tricky. Firstly, ask your university or union if they can provide a storage space for your club's merchandise (even temporarily). Otherwise, you can store it in executive team members' houses or rent a cheap storage locker as a last resort. Even more incentive to get out there and sell more merch!

Online

SOCIETY WEBSITES - WHY YOU NEED ONE, WHAT TO INCLUDE, AND WHERE TO START



Having a website is so important for a society. A website is the best way to have all the information about your club in one central place. If you don't already have a society website, there are some incredible user-friendly platforms out there – you don't have to code or anything! Wordpress is one of the most popular platforms that many clubs use. You can check out a detailed guide on how to make a Wordpress website [here](#).

The great thing about websites is you can be as creative as you like and include as little or as much as you think suits your club. Even when you have a website, it's important that the content on your website is accurate and that your website includes all necessary information. We've compiled some of the most common sections found on society websites and what to include in each section.

About Us

When students or businesses come to your website, they want to know who you are and what you do. Having a short paragraph in this section that summarises these things will help visitors understand what your society is about. This can include when your club was founded, how many members you have, what kind of events you run and what the overall goals of your club are. You can also consider including images of your team all together. For a lot of societies, this section also acts as their homepage.

Membership

Collecting memberships is an all year-round goal of your club, so having somewhere that students can go to get information about your membership is critical to boosting membership numbers. This section can include what a membership to your club includes, how much it costs, and how to purchase it. Get in contact with us if you need a hand with collecting memberships online!

Events

Events are central to a society's success, so your website can act as a mode of marketing for your events. Having an 'Events' tab on your website which has all the essential info about the event not only helps inform your members of what you have coming up, but acts as an archive of all your previous events so people who are thinking of joining can see what kind of events you've run in the past. This section can also include photos of people at these events in previous years to add hype and show that people had fun.

Your Executive

Your society is run by people, and visitors want to know who they are! Including a section on your executive, including their names, their society email address (if they have one) and a photo of them helps your members and sponsors feel connected to your club. It also acts as a directory for your club, so if anyone has any enquiries about sponsorship or events, they know who to contact. If you want to get creative, you can even have profiles on each of your members where they talk about what motivated them to join the executive team and why they love your club.

Sponsors

If your club has sponsors in any form, you know that their support is vital to the success of your club. Having a section dedicated to your sponsors is important for not only your sponsors receiving recognition, but also for your members. If you have sponsors who provide deals and discounts for your members in exchange for promotion, this is a great way to list all these deals including any specifics or exclusions of the deal. If there are organisations who sponsor you through direct cash investments in return for promotion, this is also a great way to promote that sponsor and highlight what they do. This section can also include some information for businesses who are wanting to become a sponsor to your club. For more about the world of sponsorships, check out our blog post on [Cracking the Code to Securing Sponsorships and Partnerships](#).

Useful Links

While this section isn't critical, it can be useful for your members. This tab can include things like links to your social media pages, the University's online learning system (Blackboard/Canvas), your union's website and contact page... the list goes on. For absolute transparency, you can even include a link to download a copy of your club's Constitution and Code of Conduct.

Another element of useful links is extraneous services that you don't provide, but are relevant and/or useful to your members. These include:

- Mental health services e.g. Headspace or Beyond Blue
- Sexual health services
- Youth homelessness services
- Academic advice services and university-sanctioned tutoring
- Career resources e.g. GradConnection, your University's careers centre
- Library facilities
- Links to student organisations (e.g. your SRC, the union/student life office)
- Unidays (and any other student discount services you can find)

And anything else that you can think of! It won't hurt you to list these on your website, but they may be extremely important for someone searching through their favourite society's website in a time of panic or crisis. Plus, it shows that you have your members' interests in minds and genuinely care about other students and their wellbeing.

Contact Us

This section should include information about who to contact if anyone has any questions. This can be in the form of directing enquiries to your Facebook page, an email address or even directing people to fill out a form on your website. Most websites have the option of including a built-in function of having a 'Contact Us' form, where they fill out their enquiry on the website.

Events

HOW TO RUN AN ONLINE WORKSHOP



If you're a faculty based club, running workshops that help develop the skills of your members is probably a central part of your events calendar. With everyone essentially in lockdown and restrictions on how many people can be in a room, if you've planned any workshops in the coming months, they won't be going ahead in the way you initially planned. But this doesn't mean they can't go ahead at all! With technology and the power of the internet, running a workshop online is absolutely achievable. We've compiled some top tips about how to go about running your workshop.

Finding someone to run it

Before you can get too excited about running an online workshop, you need to find someone to run it. If you're a faculty based club, you know what your members want and may have already had a workshop lined up to run this semester. Start here and reach out to the host and ask their thoughts on running the workshop online. If they're on board, great! If they're not comfortable with running it virtually, expand your search. While this is a stressful time for everyone, people also have a lot more spare time than they normally would. Reach out to your other contacts and float this idea with them - think industry professionals, small business owners, and even graduates. All of these people have some kind of skills or experience that they could share with current students.

Funding

If the person running your workshop is an industry professional or is someone who runs a business, they may request a form of payment for the event.

If you were to run this event like a normal workshop, you may charge money for tickets to the event to cover this cost. Since you're running it online, this can be tricky. At the end of the day, you want your members to still be able to develop their skills, even while in isolation. Charging tickets to access an online workshop might be something that you think your members will be on board with and happy to pay a small fee for, but for other clubs, this may not be so viable (particularly in the current economic environment with a lot of university students losing their jobs). There are a few ways you can go about compensating the workshop host for their time.

You can:

- Pay the workshop host and run the event at a loss. This might be an option for large clubs who now don't have any other events to run this semester, and would expect to spend any profits made on memberships and merchandise.
- Offer promotion and a sponsorship agreement in exchange for the workshop. If the person running your workshop runs a small business, this would be a great option for them and something they'd probably be really keen on. You can promote their business on your socials throughout the rest of the year, and feature them on your website. Even if this is the avenue the host is happy with, you might also consider arranging a gift to be sent to their workshop or home as an extra thanks.

Whatever avenue you decide, it's important to have this conversation with the host before you lock the event in and start advertising it to your members. Most hosts will probably be open to this conversation, especially knowing you're a student-run university club with minimal cash flow. A lot of industry professionals are open to sharing their skills and experience with students, so don't be afraid to ask.

The workshop format

Running workshops online can have a few different formats.

1. One is to run the workshop live, and have viewers log on to watch the workshop in real time. This is beneficial as it allows people to be participants in the workshop, partaking in activities and being able to ask questions.
2. Another is to pre-record the workshop and upload it online at a later time. While this doesn't have the level of interactivity as running a workshop live, this is still a great option to bring value to your members. This option might be suitable if the person running your workshop has limited availability and if the workshop has minimal interactive components. This also means that your members are able to watch the workshop anywhere, anytime, and as many times as they wish.

This next point is more important for the individual running the workshop, but is equally important for you to know as well. Just because the workshop is online, it doesn't mean the normal format of a workshop should go out the window. It's still important to have an agenda and stick to a timeline when presenting the workshop. If the workshop is live and is expected to run for a while, give your audience frequent breaks.

Advertising

Promoting this event to your members can be done the same way you promote any of your other events. Create a Facebook event, share it on your social media accounts, send an email blast and update your website. Hype up your audience! This isn't just a great way for your members to continue learning, but is a great way for your members to stay connected. Your members will also appreciate your club still going to the effort of still running workshops given the current situation.

Setting it up

Zoom is one of the easiest ways to run an online workshop in real-time. It allows the host and every attendee to share their video and audio with others in the call. To be used, Zoom has to be downloaded on your phone or desktop. Hosts can schedule a meeting which gives your members a link to join the workshop when it begins.

There are a few ways to have your members join this workshop.

1. You can have your members register their interest (much like how you sell tickets to your events) to attend the workshop and only email the Zoom workshop details and link those who have registered. This allows you to monitor the number of people who log on, and also lets you keep a record of people who attended so you can ask them for feedback afterwards. We're all learning here, so hearing what your members thought of the workshop afterwards will be really beneficial.
2. You can advertise this link on your social media accounts to boost attendance. Be careful with this though as you don't want your workshop to become too overcrowded. This can become hard to practice demonstrations and encourage audience input if there are too many voices. This option, however, is perfect if you're pre-recording the workshop and want as many of your members as possible to benefit.

Zoom has so many tutorials in their support centre to step you through how to set up a meeting in more detail and the added features of the platform that you can use to take your workshop to the next level.



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Something to keep in mind is that while Zoom is free to use, this free Basic plan has a 40-minute time limit on meetings with 3 participants or more. You will have to upgrade your account to allow more participants for a longer period. ***Reach out to the Get team for potential sponsorship of Zoom or a similar video conferencing provider in this difficult time to help facilitate your events.***

Practice and brief before the event

Running a practice on Zoom with the host and some of your executive members is a great way to run over the process and ensure there aren't any bumps when it comes to running the actual workshop. If your host has a PowerPoint they wish to speak to during the course of the workshop, they can practice using the 'Share Screen' tool which allows them to bring up the PowerPoint on their laptop so attendees can see. If they then want the audience to see their face again, they simply stop screen sharing. Zoom has a [guide](#) on their website for this, too. If the host is okay with it, you can share this PowerPoint with attendees after the workshop so they have a copy to refer to if they wish to revisit any content.

It's also important to brief your members who plan on attending the workshop before they jump on Zoom. Let them know the outline of the workshop and the importance of them sharing both their video and audio during the workshop (as this can be turned off by individuals at any time) to increase participation.

If you've run an event like this recently with success, we want to hear from you! Get in touch with us to share your ideas and your experience with other university clubs around the world.



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