

Educators Rising Recruitment Tips

Start with a Strong Kickoff

Host an Interest Meeting early in the school year with snacks, a short presentation, and fun activities. Invite EVERYONE — not just pre-existing students in teacher pathway programs. Use announcements, posters, and social media to promote.

Leverage Your Current Members

Encourage members to personally invite friends (word-of-mouth works best!). Create an “Each One, Bring One” challenge — every member brings one new person to a meeting. Have members share their favorite EdRising story at lunch tables, pep rallies, or on social media.

Partner with Teachers & Counselors

Ask counselors, principals, and teachers to recommend students who might be a great fit. Leave flyers or QR codes in guidance offices, libraries, and main offices.

Promote the Fun Stuff

Talk up state conferences, competitions, and service projects (like the Teddy Bear Drive). Show pictures and videos from past events to get students excited. Highlight travel opportunities (State Conference, Nationals) and scholarships.

Use Social Media Smartly

Create an Instagram, TikTok, or Facebook page for your chapter. Post member shoutouts, event pics, and countdowns to meetings. Feature a #TeacherTuesday spotlight on members who want to teach.

Offer Small Incentives

Give membership perks like a lanyard, sticker, or button when they join. Run mini giveaways (school supplies, snacks, or gift cards) at the first few meetings.

Involve Officers

Have chapter officers present Educators Rising to CTE classes or during morning announcements. Send them to club fairs or open house nights with sign-up sheets & flyers.