

Other key concepts to recruitment:

- ◆ Tailor your message to the people you meet. Determine from their body language and questions whether they are more interested in fitness, athletic competition, friendship or belonging. You can offer all of these but target what the people you are talking to seem to be most interested in.
- ◆ On the other hand, do not be dishonest about what your team goals are. This is only possible if you have, as a team, determined how much of a competitive vs. casual team your goal is to be (though if the team grows very large it is easy to have a competitive and a casual team within the same organization).
- ◆ As a co-ed sport, you will not find success unless you are able to maximize the talents of all potential players. Do not just focus only on your largest or most athletic potential players, but make everyone of all genders and skill levels a vital part of the team.
- ◆ If you can find another nearby established quidditch team, try to partner with them for joint scrimmages and to help you set the tone at your first events and practices so people will know what it's like.

The Harry Potter Paradox

Some people will bring a Harry Potter interest, and it may even motivate them to join the team. It is important not to discourage HP interest even if you don't have any yourself, but it is also important not to require it if you have HP interest, as many quidditch athletes have no HP allegiance. Also be sure to disavow JK Rowling's anti-trans stances and point out the inclusive nature of the sport.

Foot-In-The-Door Technique

This is a persuasion technique where people, when asked for a small request and agree, then become more likely to agree to larger requests because they have established a pattern of saying yes. Do not be afraid to ask people to just come watch a practice, and then ask them to participate later, as you already have your foot in the door just getting them to show up.



Recruitment Handbook



A recruitment handbook created by Victoria Quidditch. For more information on how to play, visit <https://howtoplayquidditch.org>
Handbook available for free at <https://package.howtoplayquidditch.org>

ESSENTIAL DO'S

ESSENTIAL DON'TS

Believe in the sport	Don't be afraid to stand out
Believe in yourself	Don't make it about yourself
Know the rules	Don't make it all about winning
Get people's phone numbers	Don't be afraid to ask for things
Be a good friend & teammate	Don't do it all yourself
Support those who need it	Don't get discouraged
Share the glory and the costs	Don't be stingy
Develop your skills	Don't look for who to blame
Be visible and hold events	Don't pick fights with anyone
Hold teammates accountable	Don't neglect communication
Bring positive energy	Don't believe you are without bias
Share and post relentlessly	Don't be afraid of physical contact

Created with inspiration from QuidCon 2021 Panel on Recruitment and Retention, thanks to Katie Savva, Ian Scura and Matt Thura. Also with thanks to Sam Fischgrund and Michael Goldman via the Off The Pitch podcast. Original concept by UTSA Quidditch. All photo credits by Victoria Quidditch except where noted.

Essential Recruitment strategy:

People will be enticed to join an activity/organization based on a combination of the following factors:

- They can visualize themselves participating
- They know someone already in the group
- They want to meet new people or learn a new skill

Remember that not knowing how to do something and not knowing people who are already in a social circle is an *intensely vulnerable experience*, so you must do everything possible to mitigate this by being **friendly, patient, and non-judgmental**. The fact that quidditch is a fantastic team sport where everyone is valued and can literally change peoples' lives will not register with people if their fears are not addressed first.

Additionally, as many people are not ready to be this vulnerable, many people will not even try unless they are coaxed into it, and they are sensitive to any rejection or failure. Even if your team is highly competitive, during recruitment season you must temper your competitive nature and **create an all-winners atmosphere** and find a way for everyone to make a difference.

For setting up and running a live play recruitment event:

- Select an area with high visibility
- Ensure people will be there early and the equipment will be prepared, and have a plan for where to put things
- Be sure you are using an area you will have permission to use, which requires advance preparation
- Have some kind of literature to hand out but do not use this as a substitute for getting peoples' names and phone numbers and making friends with them
- Do not have everyone playing all at once until the end, have rotating floaters ready to answer questions and encourage people to give it a try
- Use some kind of social media activity to improve engagement and get the word out

At any table event such as a college organization recruitment event, be sure your team has the following people (one person can have more than one trait) in addition to some playing equipment to demonstrate with:

EXTROVERT: An individual who is not drained by social interaction and is instead energized by it, *as being told "no" repeatedly is always discouraging but especially to an introvert*, so have an extrovert on hand to initiate the conversations. The extrovert should also be in charge of making friends and then calling/texting people to ask if they're coming to practice. This person does not have to be the team leader but should hold some type of leadership authority.

Learn more: use Myers Briggs Type Indicator

PRESENTER: An individual who not only knows the rules but is a *smooth communicator at explaining the basics of the sport* and how different kinds of people can contribute in a friendly and positive manner. Charisma is a plus, but the most important thing is to avoid condescension, overexplaining, underexplaining, and disorganization. This person should ideally be some type of coach.

Learn more: Presentation Skills

ASKER: Some people grow up with the understanding that a difficult question should be *asked* directly, and the burden of saying yes or no falls on the receiver. Other people grow up with the belief that it is a faux pas to ask a question that the receiver might need to say no to, so they must first *guess* whether a question is acceptable to ask and that a 'yes' is a high likelihood. *Be sure your team has a person who is not afraid to ask for people's phone numbers* and other potentially challenging questions that someone in guess culture would be uncomfortable asking for directly before determining whether it is a "safe" question to ask. Most people don't even know this is a personality trait.

Learn more: Google search 'Asker' vs. 'Guesser'

If your team does not have all of these people, your first job is to find someone who fits each bill to help you with recruitment. It takes time to build a team!

LEADERSHIP & MANAGEMENT

To be successful, a team must have good leadership and good management. One person can potentially do both but realistically in a large team one or more people undertake leadership and one or more people undertake management with some overlap.

Leaders:	Managers:
Have a vision for the team	Execute the vision
Set achievable goals	Ensure the goals are met
Create a plan for the future	Get everyone on board with the plan
See all possibilities	Communicate with everyone clearly
Establish team culture	Ensure the culture is maintained
Model team values	Work through to-do lists

There are no rules for who does what. The important thing is that both columns are being completed. Leadership looks to the future while managers are firmly grounded in the present. There is no shame in not being able to do both, just do what's best for the team.

Typical leadership positions: team president, captain, head coach

Typical managerial positions: team manager, president or vice president, tournament director, assistant coach, team co-captain

Ensuring the future of your team

One of the biggest problems with small quidditch teams is that one person can effectively run the team but does not trust others to learn how to do all the things that need to be done, and without a succession plan in place, the team fails after the leadership figure graduates. To prevent this, be sure that you have a succession plan for your team and in the last year of any leadership individual's tenure, someone else is already preparing to take on that role.

Typical to-do list when starting a team

Recruit players	Build/buy equipment	Plan practices
Contact USQ	Select practice field	Assign leadership
Advertise team	Select practice times	Target tournament
Select mascot/colors	Set up social media	Secure funding
Design/make jerseys	Contact other teams	Make website

For a new team just starting out, rather than buying expensive jerseys immediately, consider using cheap cotton or dri-fit t shirts and hand-painting them with fabric paint, available at craft stores everywhere.

UNIVERSITY RECRUITMENT

Some tips to help get your university team off the ground:

- Talk to the student life coordinator and, depending on your school's situation, the athletics director as well to determine whether starting a club, an intramurals event or both would suit your university's needs better
- Use university resources whenever possible to advertise for tryouts and open practices
- Use activities events to recruit, and have equipment and a poster if possible when tabling at these events
- Get the team together for things besides practice such as dodgeball, studying, movie night or anything else everyone wants to do, to build community and recruit new people
- Start a team discord or similar tool to help people interact, plan and bond at all hours
- Brand your team and make at least one fun t-shirt (e.g. "Voldemort went to Stanford" t-shirts by Cal Quidditch)

COMMUNITY RECRUITMENT

Major differences when recruiting from the community instead of at a university include:

- Planning the practice times is more challenging since people have more obligations, try to get as much info as possible from your teammates
- Maintaining an active social media presence is very helpful, and making events for each practice can help with publicity
 - Meetup.com has historically been successful in urban areas, since users of the website are self-selected for people interested in trying something new
- Have as many people as possible respond on any event pages that they're going to help persuade people considering going that there will be a substantial group there
- Early in the process, you *will* hold a practice that no one else attends. Do not be discouraged! It happens, and the team will still grow over time if you keep at it!
- If possible, coordinate with the city or county athletic league to hold events to help recruit and start local teams. Use simplified rulebooks as needed to help get people started.

SAMPLE QUESTIONS AND RESPONSES

It is important to both read the intent and disposition of the questioner and to be true to yourself as you answer. Generally, assume the best in the people you are talking with, and believe in yourself as you answer. Generally do not deflect with humor unless the person is disrespectful, as other people are watching how you interact with people when they decide whether to join.

Question: “How do you fly?”

Sincere and technical answer: “We play a real life version of the sport. It’s much closer to basketball/rugby/dodgeball.”

Deflect with humor: “We’re saving up for magic brooms. Care to make a donation?”

Upbeat and athletics-oriented answer: “It wouldn’t be exercise if we flew! Playing this way makes us strong!”

Question: “Don’t women get hurt?”

Sincere and technical answer: “It is a rough sport but injury rates are not different between men and women, and it’s great for your health to be involved in a sport. We are all one team here.”

Upbeat and athletics-oriented answer: “Not especially, Kelsey over there can talk to you more about that but she’s a phenomenal player and she hasn’t had any major injuries.”

Question: “Do I have to tackle to play?”

Sincere and technical answer: “It is a contact sport but not all positions tackle regularly. We will start you off easy in practice and as you get more used to the sport we’ll teach you how, but many players don’t tackle regularly as part of their game.”

Upbeat and athletics-oriented answer: “Well that’s what makes it such a great workout! But we also need chasers who rely more on speed than power, not everyone has to make big hits.”

Question: “Doesn’t the broom make it hard to play?”

Sincere and technical answer: “It adds athletic challenge, like dribbling the ball in basketball. It is also how you show you’re not knocked out by a bludger. You get used to it quick.”

Upbeat and athletics-oriented answer: “Once you get used to it, it’s just another part of the game. It doesn’t impede my play at all anymore, and I’ve been playing for a year.”

COMMUNICATION SKILLS

*In order to be an effective recruiter, you must have excellent communication skills. These come in **three** major parts:*

SPEAKING

Speaking is the part of communication most people think of as communication. Mastery of speaking is to be able to do all the following effectively:

Speak clearly so as to be understood
Speak at a good pace
Vary the tone of your voice to establish emphasis
Use an appropriate and simple vocabulary
Be mindful of referencing people not present

ACTIVE LISTENING

In order to communicate effectively you must be sure that you are understanding what the other person is saying. When recruiting for a quidditch team, people will ask you lots of questions, and you must actively listen by doing the following:

When receiving a question, ensure you understand it
Rephrase their own words as needed to check clarity
Avoid blocks such as interrupting or dismissing
Think carefully about your answers
Do not be afraid of a serious conversation
Ask questions to ensure your answer is received

BODY LANGUAGE

Not only must you display good body language for yourself, but you must also read the potential recruits’ body language

Display attentive body language at all times:

Eyes on person	Smile/frown in response
Shoulders face them	Hands are not too active
Sit/stand straight	Relax and smile

Read the body language of the person you’re talking to. If you talk too long their attention may wander, as well as if you do not engage enough. Have a plan of steps to take them through, and close with a signup or secured phone#.