

# University Ringing



## Where to Recruit

Produced by the CCCBR Young Ringers Workgroup

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# 1. Freshers Fair

For recruiting new ringers, your university's Freshers Fair is the best place to advertise your society. While almost everyone will walk past without a second thought, for a handful of students this might be exactly the opportunity they were looking for! You can view our full freshers fair support kit [here](#).

## 1.1 Target a New Audience

Students will be open to learning new skills and will have ample time to do so. For this reason, it's crucial that you make your stall eye-catching - you could try borrowing banners, displaying props or doing handbell demonstrations. Aim to appeal to an audience that have no idea what change ringing is.

## 1.2 Pick a Busy Location

If you are unable to attend your university's Freshers Fair, as many unaffiliated societies are, don't be discouraged! There are many other ways of taking advantage of Freshers Week. For instance, you could set up your own stall on campus, hand out flyers promoting your society, or distribute them across university accommodation. Picking a busy location, such as a pathway leading towards the Freshers Fair, will mean promoting your society to students actively looking for new societies. The main thing is to reach as wide an audience as possible in a week of confusion and disorientation, where all anyone truly wants is a group that appeals to them.

## 1.3 Involve lots of people!

Try and have as many members of your society as possible involved in your Freshers Fair recruitment! Everyone will have their own styles and approaches, which will appeal to different personalities. It also means you won't be irredeemably exhausted by the end of the week.



### TIP

Ask about advertising your society taster sessions on your university guild's website (often called 'Give it a Go!'). This will mean even students who haven't been able to go to the Freshers Fair can find out about your taster sessions.

## 2. Word of Mouth

Sometimes the most effective way to recruit is also the simplest one. If existing ringers have already heard of your society before they even start at university, your job will be a lot easier! But relying on word of mouth isn't a matter of hoping for the best: it's about actively promoting your society within the ringing community and personally reaching out to individuals wherever possible.

### 2.1 Invite Friends!

Coursemates, housemates, and friends of existing members of the society can make some of the best recruits, so encourage your ringers to bring them along to practice nights! Not only are they more likely to come in the first place, but if they're going with a friend, they're much more likely to stay!

### 2.2 The Ringing World

For recruiting existing ringers, getting articles published in The Ringing World can be incredibly useful. Even if not read by prospective students themselves, the more ringers that hear about your society (and your successes!), the more likely young ringers are to come along. For more information on how to do this, take a look our [Ringing World article](#).

## 3. Social Media

Social media is what ties your recruitment strategies together. Whatever your audience, a vibrant social media can make your society look as welcoming and approachable as you know it is! For further information about starting and maintain a social media, see [our article](#).



#### TIP

Consider putting out a social media message on A level results day – as students will have just found out which university they'll be going to, this is the perfect time to promote ringing at your university!

### 3.1 Sites

Many ringing groups will have a Facebook page, but for recruiting younger ringers Instagram can be far more effective. Even if starting from scratch, fill your account up with posts from the last year to give students an idea of what it is you do!

## 3.2 Getting in Touch

Social media also provides a great way for students to get in touch with you and ask questions about your society. If handing out flyers, put the society's social media details on the back!

## Conclusion

Knowing where to recruit for your society is crucial depending on what your society needs. For existing ringers, making sure your society has a presence in the wider ringing community so that ringers will want to join before they've even started university is crucial. Friends, housemates and coursemates can also make brilliant new recruits. However, word of mouth is not always a reliable method: it relies either on your current ringers having willing non-ringing friends (not a given) or existing ringers joining the university. The Freshers Fair, on the other hand, will mean advertising your society to a far wider audience. Yes, most of them won't be interested. But with the right approach, you just never know who might come along. Combining individual recruitment with a concerted effort at the Freshers Fair and an active social media presence gives you the best of all worlds and the best chance of successful recruitment.