



Tips for Finding New GSA Members

ADVERTISE AT SCHOOL.

Make bright, colorful posters and hang them all over the school, especially in the cafeteria, gym, and other common areas. Include the club's mission statement, meeting dates and times, and the meeting location. If you have a website, social media account, or other digital presence, you can also include a QR code on the posters. If your school has a newspaper or daily announcements, ask for information about the GSA to be included there as well. You can also send information about GSA meetings in student emails, especially if your school has a weekly newsletter or something similar. Make sure to follow any rules your school has for advertising clubs!

CREATE AN EMAIL LIST OR GROUPME.

Having a way to keep in touch with members is important so you can share information about events and send meeting reminders. It's also a great way for members to stay connected, even if they're not able to attend meetings regularly.

CREATE A SOCIAL MEDIA ACCOUNT.

Social media is a great way to share information about your club. You can post pictures of club events (make sure to check with folks to make sure they're okay with having their photos posted) and share information about meeting times on Instagram, Twitter, Discord, Facebook, or any other platform.

TABLE AT SCHOOL EVENTS.

Set up a GSA table at club fairs, open houses, or any other school events. Handing out candy is a great way to get folks to stop by your table. Hand out flyers with information about the club, and encourage attendees to sign up for your email list or follow you on social media if they're interested in learning more.

HOST A BRING A FRIEND DAY.

Designate one of your club meetings as "Bring a Friend Day", where each member of the club is asked to bring a friend to the meeting with them. You may want to have snacks or do a fun activity during this meeting to encourage the new folks to keep coming to meetings.

PLAN EVENTS WITH OTHER CLUBS.

Collaborating with other clubs is a great way to not only attract new members, but also to expand your club's work to include a variety of issues and interests. If there are other social justice, activism, or identity-based clubs at your school, those can be a great place to start collaborating. For instance, you could work with your school's Black Students Alliance to host a Black queer history presentation. You can also expand outside of the social justice sphere and make rainbow cupcakes with the Cooking Club or have a craft day with the Art Club.

PROVIDE SNACKS.

Free food can make your club meetings and events much more enticing. If you have a club budget, consider allocating some of it to purchasing food for events or for a few meetings. Alternatively, you can set up a rotation where a couple of members can sign up to bring food each week or each month.

SCREEN A MOVIE.

A movie night is a fun way to attract potential members. Choose a movie that features queer characters and storylines, invite folks to come watch, and host a discussion afterward. Don't forget the popcorn! Not sure what to watch? Check out this [list of LGBTQ+ movies from Common Sense Media](#), which includes age recommendations and content warnings for each of the films.

INVITE GUEST SPEAKERS.

Ask members of your club about topics they are interested in learning about, and invite guest speakers to host a presentation on that topic. You could ask someone from your local GLSEN chapter to talk about how students can advocate for policy change, or find someone from your local LGBTQ Chamber of Commerce to talk about navigating job searches as a queer or trans person, for example. If people in your club are interested in learning about something, chances are other people are interested too, and they may be interested in attending a presentation or workshop.



For more information and to check out all of our GSA resources and programming, visit www.glsen.org/gsa. If you have questions or need support, send us an email at students@glsen.org. To learn more about glsen, head to www.glsen.org, or find us on Instagram, Facebook, and Twitter @glsen.