

## Fenworks Drone Racing Program: Student Recruitment Guide

At Fenworks, we believe in the power of drone racing to inspire students and foster interest in STEM subjects. As a General Manager, your role is pivotal in getting students excited about our program and expanding our impact. Let's dive in!

### Step 1: Know Your Target Audience

Before you begin, understand the students you're trying to recruit. Are they tech-savvy, sports enthusiasts, or both? Do they have previous exposure with drones? Having a clear picture of your audience will help tailor your approach and messaging.

### Step 2: Utilize Fenworks Marketing Materials

Fenworks provides a range of digital marketing materials, including display banners, posters, and flyers. Make sure to utilize these resources:

- **Digital Display Banners:** These banners can be placed on the school's website, social media platforms, or digital newsletters. They catch the attention of students and inform them about the drone racing program.
- **Posters and Flyers:** Hang these in high-traffic areas in the school like cafeterias, libraries, and corridors. Include contact details so interested students can reach out for more information.

### Step 3: Host Interest Meetings

Interest meetings are a great way to pique curiosity and answer questions about the program. Consider hosting a virtual meeting if in-person gatherings are not possible. During the meeting:

- Share the fun and excitement of drone racing through videos or live demonstrations.
- Talk about the skills students will gain and how these can benefit their future careers.
- Invite students who have been a part of the program previously to share their experiences.
- Get parents involved! The most successful students are the ones that have parents supporting their athletic career.

### Step 4: Set Up Informational Tables

Tabling can be an effective way to reach out to students:

- Set up an informational table in a visible, high-traffic area during lunch hours or after school.
- Include a drone display or simulator for students to try out.
- Have brochures or sign-up sheets on hand for students who want more information.

### Step 5: Leverage Social Media

With students spending a significant amount of time online, social media is a powerful recruitment tool:

- Share posts about drone racing, student experiences, or upcoming events.
- Encourage students to share the posts, creating a larger outreach.
- Use hashtags relevant to drone racing to gain wider visibility.

### Step 6: Classroom Presentations

Ask teachers if you could do a brief presentation in their classes. This is especially effective in tech or science-related classes where students may already have a predisposition to the subject matter.

### Step 7: Collaborate with Other Clubs

Work with tech, science, and sports clubs in your school. These clubs might have members who are naturally interested in drone racing.

Remember, recruitment is not a one-time activity but an ongoing process.

Stay excited, share your passion, and inspire the students to be a part of this thrilling journey.

**Lead the Pack!**

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