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**Drone Program Recruitment Tips**

Recruiting for your drone racing program doesn’t have to be complicated. It just needs to be visible, fun, and consistent. Below are tips and ideas to help you grow your team and showcase what your program is all about.

**Communicate in Multiple Ways**

Use a mix of outreach methods to make sure every student and parent hears about the program.

* Direct Contact: Personally invite students you know would be a great fit to join the program. Encourage teachers to send students your way too.
* Classroom Visits: Ask to give a 2-minute pitch at the beginning of classes like Computer Science, Robotics, Woods/Shop classes, or other STEM/CTE classes.
* Tabling at Key Times: Before School, during lunch, advisory, pep rallies, athletic events, or activity nights help get the word out about the program. See below for suggestions on ways to make them interactive.
* In-Person Info Sessions: Host short afterschool or before-school meetings where students can ask questions and try out the equipment.
* Announcements and Flyers: Use the school intercom, digital signage, or paper flyers. Keep it simple, bold, and eye catching.
* Parent-Facing Communication: Utilize Newsletters, parent-teacher conferences, and social media to highlight the program. Parents are often the biggest supporters once they know the benefits and how their student can join.

**Proactive Recruiting: Don’t Wait, Go Find Them**

Many successful GMs *headhunt* students to join the program, and it works! You or your school’s faculty (if you don't work at the school) know who the creative, curious, tech0minded students are. Go and talk to them!

* A personal invitation means more than a hallway flyer
* Even students who don't see themselves as “tech people” might get excited once they understand the program.
* Try and find students that also don’t fit the mold. Drones have so many wide uses (such as videography/photography, medical, engineering, etc.) capabilities that you might be surprised by who will be interested.

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**Make it Loud, Fun, and Hands-On**

When you’re tabling or presenting, make sure it’s a mini experience.

* Bring a drone or set up the simulator for students, parents, and the community to try.
* Display trophies, team photo, team jerseys, etc.
* Make it a challenge, do time trials and see who is the fastest. Nothing motivates students more than bragging rights and a challenge.

**Tell Your Story and Theirs and Be a Resource to Others**

* Educate others around you about the benefits of drone racing and the opportunities it can provide for students.
* Discuss successes of team GPA’s rising, qualifying for regional tournaments, and anything else you’re proud of. Many will never know about it unless it’s talked about by those seeing it first-hand.
* You’re the drone professional at your school. Say it loud and be proud! Be a resource for any students looking for an opportunity to discuss flying. Encourage fellow faculty members to push students to speak with you about the program if the conversation arises.
  + Share achievements, opportunities, and anything else you’re proud of then invite them to join your next informational session at the end.