Handouts

What

We have created two handouts for you to use that embody the student recruitment campaign, carefully selected so they can be easily kept by prospective students, reducing the throw-away factor.

The first is a mock business card. The card is supposed to look as though it could be the future business card of the student receiving it, if he or she were to join Enactus. Through information on this business card, students will be directed to more informative resources.

The second handout we have provided is a way for each team to distribute more specific information about meeting times. The general idea is to print a flier on Enactus yellow paper that can then be folded into the Enactus origami shape.

Why

On college campuses, students are bombarded with posters and fliers in a constant stream of extracurricular information. Because the handouts we have created are compact, many students will be inclined to stick them into their pockets instead of looking for the closest trash can. Students will be much more likely to take a second glance when they’re cleaning out their pockets in their dorm rooms.

The business card allows students to imagine their own business potential and opportunity as Enactus members. The “your name here” aspect of the card allows prospective members receiving the mock business card to put themselves into the shoes of an influential business leader.

The Enactus origami flier allows teams to communicate necessary meeting information but through an interactive process rather than that of your typical paper flier. Because it has a little bit of intrigue, students will be more inclined to engage with the piece.

Where

It is up to each team to determine the most effective place to hand out fliers on your campus. The business card will direct students to more informative resources and can be handed out anywhere on campus. The same goes for the meeting information, though it would also be beneficial to hand those fliers out in conjunction with on-campus stunts or posters.

How

It will be each team's responsibility to print the fliers. The templates can be found on the Enactus website. Using InDesign®, you should edit the fliers to include your team’s information and translate all the copy into your local language. We suggest taking the templates to your local printer to maintain print quality. The required font (Source Sans Pro) can be downloaded here: http://www.fontsquirrel.com/fonts/source-sans-pro

Formats available

Business card
3\(\frac{3}{4}\)” x 2”
85 mm x 55 mm
Origami flier
1/2 letter
A5