

CPW/Orientation Guidelines

Total Budget: ~\$2,000 (Activities Midway & dinner)

SLOPE

- Cannot sign up people for mailing lists
- Good way of publicizing SWE
- Get bags of candy and have flyers ready
- Mainly advertise informational dinner
- Did not do during 2011 Orientation, saw a drop in overall awareness of SWE

Activities Midway

- Dippin' Dots - \$245
 - Delivered on the Friday before the event
- SWEETS mini cupcakes - \$489
 - order over \$500 and get a discount
- 300 flyers (half sheets)
- Be sure to set up a spreadsheet for people to sign up for working shifts
 - Shifts should be an hour with at least 3 people working the booth
- Request for 2 tables
 - in the fall, Career Fair may be advertising with SWE
 - try for a position close to the opening, last year we were pretty much the first two tables along the bleachers
- Give out any leftover free gear that we might not want: old outreach t-shirts

Dinner

- Need to advertise strongly
- Presentation about what MITSWE does
- Explain freshmen opportunities (ie: freshmen rep)
- Talk about how to sign up for National membership
- Advertise upcoming events
- Try to get a room in the Student Center
 - Either look very far in advance, or talk to admissions to see if we can grab a room, they typically book up everything but we have the dinner after they're done with everything, so they can usually release something to us
 - Be sure to have a room ready elsewhere, and then approach them closer to the date/ask the secretary
- Have had up to ~140 people, expect ~70 on average (tends to fluctuate a lot)

General points

- Have a booth in Lobby 10 during the week of CPW
- Can sell shirts and advertise SWE in general to everyone on campus
- Cannot sell to freshmen, but encourage them to find us during the Activities Midway
- Extra exposure for us
- Plan early and see if kiosk in Lobby 7 can be booked for the week
- EVERY board member is expected to help at booth