

Free essay about running club: a campaign to recruit members

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The benefits of running are tremendous. It has both health and social benefits. It does not require expensive facilities and complicated gadgets. With just a pair of rubber shoes and plenty of willpower, one can immediately reap the benefits of a good run. The following frequently asked questions (FAQ) provide the details of the campaign

Who are the audience of the Running Club Campaign?

The students, employees, faculty, and officers of the university are the target members of the Running club. Since the runners themselves decide on the intensity of the exercise, the club is open to both beginners and long-time runners, 18 years old and older, with no prejudice to gender orientation or ethnicity.

What form of organization is used in the campaign?

The campaign uses the organization by the motivated sequence form for the campaign. This is the most appropriate method because the campaign highlights the health benefit that members gain in becoming members of the club and running regularly. Campaign materials shall follow the five steps (attention, need, visualization, satisfaction, and action) in the motivated sequence. The AIDA (attention, interest, desire, action) approach may also be used in some promotion materials.

How does the campaign fit into the Ranks desire-stimulating model?

The Running Club campaign fits right into the Ranks desire-stimulating model. Any of the four desire-stimulating tactics that the model offers can be used in the campaign. First, membership to the running club gives a promise

to the new recruits that by joining they are more likely to run regularly. If the audience is a beginner then the campaign offers getting the good or acquiring the health benefits of regular exercise. For the more experienced runners, then membership to the club would motivate him/her to continue reaping the rewards of his/her daily run. The campaign would increase the university members' awareness of the available space that they can use for exercise, as well as the untapped capacity of individuals to engage in a rewarding activity such as running. The third tactic is showing potential running club members that they can get rid of unwanted pounds or become healthier by just running regularly together with other members of the community.

What forms of proof will be used in the campaign?

Statistics that show the amount of toxins a body rids itself of during 2 mile-run will be utilized. Testimonies of runners who had health conditions such as obesity, diabetes, heart problems, high blood pressure are included in the campaign materials. Since there is a tendency for individuals to believe others whose characteristics are very similar to their own, then the campaign shall ask representatives from various sectors of the university to either give a testimony about the benefits of exercise/running or issue an invitation to the student body and university personnel for the club membership.

How will credibility with the audience established?

The campaign shall be handled by persons who have a long history of fitness or who have recently embraced running/exercise for health reasons. The chosen speakers of the campaign are experienced runners, charismatic, can

project well, and are able to hold an audience' attention for at least half an hour. They would be well-groomed, and are able to maintain eye contact with the audience for long periods of time.

How will the message of invitation be worded and delivered?

The social networking media (SNM) is among the delivery platforms for the message. The following is a sample Facebook post.

Do you feel tired, insecure, and unhealthy?

Would you like to gain friends, lose weight, and have a healthy heart?

It is time to boost your energy and confidence

Join the University Running Club!

For details click Like and we'll get back to you right away

References

Larson, Charles U. (2013). *Persuasion: Reception and Responsibility*, 13th edition. Boston, MA: Wadsworth Cengage Learning.

Liberman, A., Pribut, S. & DeVito, C. (2011). *Running: The Only Book You'll Ever Need*. USA: David & Charles.