

Who to recruit

- Think about who you want to attract – retired people, young people, families, members of the congregation? Think about how they would fit into your band and what would be the best way of attracting them.
- Why would they be interested in ringing with your band? If your band is made up of older ringers then you will find it harder to retain young ringers. Similarly, if your band is made up of young ringers any older people who join the band may be discouraged because they can't progress at the same rate.
- Once you have younger ringers in your tower it is easier to attract others.
- Tell schools that pupils can learn to ring as a skill or hobby for any Duke of Edinburgh schemes they run.
- Invite a local group – women's institute, local scouts or guides, local primary school, U3A etc. or visit them to give a talk and afterwards invite them to your tower practice night.
- Invite wedding couples to come to a practice before their wedding day.
- While a steady trickle of learners is more manageable, groups of learners tend to work quite well as they all encourage each other.

When?

- Publicise any extra ringing with the local community and say why you are ringing.
- Link an open session to a service where there is usually a large congregation or to an event already happening in the church and publicise it as part of that event.
- Make your event an annual feature in the local calendar.
- Take contact details of anyone who shows any interest in learning, you can contact them instead of waiting for them to come back to you.
- A good time to recruit is when there is an event in the future that the new ringers can aim to ring for, for example a forthcoming village celebration or Christmas.
- Avoid the start of the summer holidays if you want to attract young people or families as the break in training when they go away will be disruptive.

Where to advertise and publicise

- Think about advertising that attracts your target group – church newsletters to attract members of the congregation, social media to attract younger people, local shops and libraries and noticeboards to attract people from the community. Posters and flyers in church halls will be seen by lots of people using the facilities.
- Advertise in the church newsletter or the ‘What’s on’ section of your local website. Make sure the bellringers have a presence on the church website or create your own and make sure there’s a link.
- Put frequent articles about ringing or something you have rung for in your church newsletter.
- Put posters and flyers in local shops, village halls, anywhere you are allowed to.
- Put leaflets through doors.
- Put flyers in the pews before service.
- Have a display permanently at the back of the church with publicity material and information about special ringing. Display photographs of the ringers ringing for special occasions.
- Display contact details and ringing times in the church porch or on the noticeboard. Make sure ringing times listed online are correct (church website, Dove online, Association websites and reports).
- Set up a Facebook page, or try Twitter or YouTube.
- Have a sign outside your tower inviting anyone to visit on practice night or Sundays (as long as it is safe).
- Have a handout available in the ringing room to give to one-off visitors – details about the bells and bellringing, and your contact details.
- Use customisable flyers and posters where you can add your own contact details. Failing that, use sticky labels with your contact details so interested people can get in touch easily.