



Recruitment Guide for Star Trek RPG

Intro

Welcome to the most difficult thing you, as the a gamemaster, will ever face within your career as fearless leader of your group. While there are numerous of things to fear within the Star Trek universe going from Q snapping his fingers like Thanos, to the Borg knocking on your doorstep. There is one thing that even I find difficult to deal with, **Recruitment**. Now, this guide might give you the tips and tricks that help you get some players. But, there is no guarantee for success! Then why read it? Well you might find some things that make you go “Ohh...OHHH” or “I knew that, totally did” with an awkward nod on the end. The guide will overtime be updated.

Enjoy

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Story, Website, Characters Ready? Set. go!

While I can give you the potential supply list in recruitment links and let you manage your own difficult road to gain new members. I will try my best to teach you. Now, if you are a veteran, you might see a thing or two that you already know. If you are stubborn, skip to the last page and use the links for yourself. If you are sticking around to read what is written down, then let's continue.

When looking at the recruitment messages that are posted these days, I am wondering if they have the desired effect. In recruitment, gamemasters (GM) go wild with their recruitment messages and post them like a can of worms is opened but are moping when it is not having the desired effect, or put differently, getting members. Before even starting with recruitment, there are three facts that need to be sorted, which I will address below.

Story

When visiting a website that states the default message or the story explained in one sentence, it makes me hit the **✖** of my browser tab. Story or content is important as it is the very thing that draws new potential players to your group. So how do you do that? Most websites have a welcome to visitors on their main page, which is not bad. Yet, lengthy out of character messages about things that don't really attract players to your side, does matter. So, your story needs to have a solid backbone, what is it about, what will they do and where are they going? These are valid questions that a new player is going to wonder about which you need to answer with a good summary of your story.

It is therefore key that when you write a story for your Star Trek RPG, you research, plan where you want to go, and decide what effects the group will have along that journey. When the story is sorted, and the website is filled with content, then you have a much better chance at getting new recruits than before.

Website

As mentioned before, a blank, dull, empty website is not appealing. Even if you have content to fill a website, it still needs a solid look. Back in the day, I hated coding and everything that had to do with HTML. But over time, as a GM myself, I needed to get my hands dirty and started to learn the basics of coding. Now you don't need to be a wizard Harry, but you do need to know some basics. Are you really a technophobe? Well not to worry, there are most likely people in your community willing to offer a hand in helping you to get things going.

The most important thing is when you got the story sorted (*awesome work if you did*) that it reflects on your website. For example, if you got a dark story or something that lacks the joys of happiness, it would be great to see that in the coloring of the website. It can also be as simple as images on the pages that reflect the certain setting for your group. Most important, have all pages filled and those you don't use (like in Nova) are turned off. If you don't use the internal wiki of Nova systems, don't allow Nova to auto-populate a link to the wiki.

Two more things to consider when doing recruitment is one, keep your site active. Whether you have two players or eight, you need to show the new recruits that your site is active. Two, when for whatever reason the group recruitment is not going well, don't start over with a new website with a clean slate. Use the old site, make it work with the story you're trying to set up. When a site is rebooted from the start, you will lose your previous posts and when those posts are gone, they are gone, and you are most likely unable to retrieve them again.

Side note: *Nova is an easy-to-use and powerful RPG management system to help you manage your online RPG, so you can get back to playing it. This software can be found at <http://www.anodyne-productions.com/>*

Characters

When traveling through the digital mines of your website and seeing the colors and images that reflect the detailed story you have. I still might have my doubts about joining if I hit the manifest and see that the Captain's and/or First Officer biographies are filled at 30% or less. You need to consider the following fact: would you join a ship with a half-finished Captain's biography? Probably not as it reflects badly on the sim. So, yes, you need to fill out your biography fully and insert the details of your character before starting the recruitment phase. Even your First Officer, who serves as your right hand, the most important person of the entire group, needs to have a respectfully good and filled biography.

Recruitment Phase

Ah yes, the recruitment phase is starting now. You got your strong and motivational story that pulls every Trekkie off their chairs, you have an amazing looking website that makes Game Artist jealous, and your Captain and First Officer characters will rock everyone's minds by the great adventures they've had. No? Well, no sim is perfect which I why recruitment is so important!

The Message

So, the trick with recruitment is that your message is strong and reflects your weeks of work through a small summary. Now you will see how important the previous steps are to get this message constructed. Let's give a few tries that build up your recruitment message

"The USS Morgan Freeman, a ship that flies through space to find new meaning in life itself. Join us today!"

I really want to facepalm when I see such a message, but... no, just don't do that. It lacks content, is very vague, and has no link at all to your website. So that is a big no; let's try, again shall we?

"The USS Morgan Freeman is a Starfleet Nebula-Class vessel that travels the stars in the Delta Quadrant. Their mission, to explore new worlds and civilizations, to boldly go where no man has gone before. Join us today at mf.trekness.scifi"

That message is two sentences, but I do get to know where the ship is going and that it is Star Trek and not Mass Effect. Good, but let's exploit that story a bit more, especially since you worked so hard on crafting it. You may want to focus on some of the positions you'd like to have filled. My advice, you don't have to mention the class of the ship in the message as it becomes clear when they click on your link. A class doesn't add much value to the overall message.

"The USS Morgan Freeman is home to the brightest and most eager explorers that travels among the stars in the Delta Quadrant. Their mission is to continue the journey that the USS Voyager started and explore new life and civilizations. The USS Morgan Freeman has been dispatched to gather material of unknown nebula's that is required for Starfleet to investigate. We are seeking a Chief Flight Control Officer, Chief Operation Officer, Chief Tactical/Security Officer, Chief Engineering Officer, Chief Science Officer, Chief Medical Officer and you can join us today at mf.trekness.scifi"

Mmm, it's getting better and I see improvement. But we need to build further, for a stronger tomorrow or so the saying goes. Use space to your advantage and use the depths of your story a bit more. Separate the positions separate and please bullet them as it looks more orderly like Seven of Nine would have her quarters.

"The USS Morgan Freeman is home of the brightest to most eager explorers that travels among the stars in the Delta Quadrant. Their mission is to continue the journey that the USS Voyager started and explore new life and civilizations.

The USS Morgan Freeman has been dispatched after Task Force 20 found a natural wormhole leading into the Delta Quadrant. Starfleet Command has given Captain Michael Stark the order to travel through the gate and start their expedition. The Morgan Freeman is to chart the newly found area, investigate any strange new worlds or nebula's and make first contact with new civilizations.

Top Open Positions

- Chief Flight Control Officer
- Chief Operation Officer
- Chief Tactical/Security Officer
- Chief Engineering Officer
- Chief Science Officer
- Chief Medical Officer

Join us today at mf.trekness.scifi"

[insert clapping] I am impressed with this message, it shows where the ship is going, its clearly what their story is set on and what the player can expect, I see what positions are open much better. Add a sign off message and something that pushes me as a player to click your link.

“The USS Morgan Freeman is home to the brightest and most eager explorers that travels among the stars in the Delta Quadrant. Their mission is to continue the journey that the USS Voyager started and explore new life and civilizations.

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Top Open Positions

- Chief Flight Control Officer
- Chief Operation Officer
- Chief Tactical/Security Officer
- Chief Engineering Officer
- Chief Science Officer
- Chief Medical Officer

The USS Morgan Freeman is a PG13 rated group and welcomes any player that wishes to travel among the stars and contribute to our story of exploration, discovery and diplomacy on the frontier. Are you ready to write your part in this amazing story? Join today!

Website: mf.trekness.scifi

Discord: discord.gg/sajjwnf”

Now to give its final touch, I spin around and do a rain dance to give this message the final boost! No really, look at what a little formatting can do to a message:

“The **USS Morgan Freeman** is home to the brightest and most eager explorers that travels among the stars in the **Delta Quadrant**. Their mission is to continue the journey that the USS Voyager started and explore new life and civilizations.

The USS Morgan Freeman has been dispatched after Task Force 20 found a natural wormhole leading into the Delta Quadrant. Starfleet Command has given Captain Michael Stark the order to travel through the gate and start their expedition. The Morgan Freeman is to chart the newly found area, investigate any strange new worlds or nebula’s and make first contact with new civilizations.

Top Open Positions

- *Chief Flight Control Officer*
- *Chief Operation Officer*
- *Chief Tactical/Security Officer*
- *Chief Engineering Officer*
- *Chief Science Officer*
- *Chief Medical Officer*

The USS Morgan Freeman is a PG13 rated group and welcomes any player that wishes to travel among the stars and contribute to our story of exploration, discovery and diplomacy on the frontier. Are you ready to write your part in this amazing story? ***Join today!***


Website: mf.trekness.scifi

Discord: discord.gg/sajjwnf”

Amazing how a few edits and words can make your world spin around. Now this is purely an example. The websites do not exist, they are fictional. Yea bad pun, I know. Now do note, that you can even build it up some more with images on Facebook recruitment, add some coding or emoticons on Discord recruitment.

When you don't know anymore

This is more of a morale thing, but a wise thing to learn. Every idea is good, no matter how big or small they might be, how good or bad they are. Every idea has value and that makes it only more important. Yet, there is no shame to tweak something, to put it back on the drawing table and see how you can improve it. I had countless struggles and frustrations until I learned that it is okay to take an idea and re-work it. Now I am not saying that if you fail to recruit after one or two attempts to throw in the towel! But here are a few golden tips that might work in your favor.

- Try to see what others do with their recruitment message. The message I gave above is a way to get the full summary of your group. Doesn't mean you need to hold onto that format.
- When a recruitment message doesn't work, you don't get new recruits from it after a good two or three weeks. Let someone else check your recruitment message or let them review your website. Be open for criticism about it and edit where needed.
- When a concept story just is not appealing for as wide of an audience you want, look at the story again and see if some tweaks to it might do the trick? Try the recruitment again with the new information.
- Keep the seasons and time periods in check, recruitment during holidays are seen in the numbers as the worst time to do recruitment in general.
- When an idea does not work, there can be a million reasons what the cause is for it. To put the idea on ice for a while is sometimes the best thing you can do while you tweak it.
- Don't be greedy, when you have six to seven players and you see other groups struggling with recruitment, don't post constantly post recruitment messages and give other groups some breathing space. Star Trek is a loving community, where people help each other, so if you struggle with getting new players, wouldn't you like to get that same space?
- Don't feel attacked when a person is writing rude or disrespectful replies to your recruitment message. They might not intend it that way, though if it's obvious it was as intended, send a message to the Admin and let them use the almighty ban hammer!
- I said it before, but I will repeat myself over and over to get this message to you. **Don't make dull messages!** A strong message is a good one, you got story, position and the everything that it needs. But I noticed a difference when approaching the message customizing differently. If I used a dull layout, I get zero to maybe one response (like a **Like** or ). But if I use **Bold**, *Italic* or images, then the response will be greatly difference as I do get more responses.
- Being active is showing that you are active. Not only by the posts that are on the website, but also on your discord. Also, if someone fills out the contact form on your site, be sure to reply. The Commanding Officer and First Officer should be able to respond within a reasonable time to a player's questions.

The Links

You skipped to this topic to get the links, you sly fox *wink*. The following links can be used by you to post your recruitment message. If you feel that there is something missing, please contact me on discord (RaWolfe)

Name	Starfleet Recruitment Center
Media	Facebook
Special	Requires membership of group
Link	https://www.facebook.com/groups/1490257811197561
Name	Ultimate Play-by-Post/Email/Fourm/Chat Simming and Online Roleplayng Group
Media	Facebook
Special	Requires membership of group
Link	https://www.facebook.com/groups/396470467431290/
Name	The Star Trek Sim Hub
Media	Facebook
Special	Requires membership of group
Link	https://www.facebook.com/groups/616437888378595
Name	RPG Roll Call
Media	Facebook
Special	Requires membership of group
Link	https://www.facebook.com/groups/rpgrolecall
Name	Fallfest VII
Media	Discord
Special	Recruitment in #links
Link	https://discord.gg/aT2BxHF
Name	Project Khitomer
Media	Discord
Special	Recruitment in #recruitment-trek
Link	https://discord.gg/m4XF6Pp
Name	RPG Recruitment
Media	Discord
Special	Recruitment in #recruitment-trek
Link	https://discord.gg/fFpcyng
Name	Ultimate Play-by-Post/Email/Fourm/Chat Simming and Online Roleplayng Group
Media	Discord
Special	Recruitment in #advertisments
Link	https://discord.gg/EjD79md
Name	RPG-Directory
Media	Discord
Special	Recruitment in #advertising
Link	https://discord.gg/BSmjafr
Name	RPG Initiative
Media	Website
Special	Required to be active posting (minimal of 10 post) before allowed to post recruitment

Link	https://rpginitiative.com/
Name	RPG-Directory
Media	Website
Special	Required to be active posting (minimal of 10 post) before allowed to post recruitment
Link	http://rpg-directory.com/