

Recruitment Strategy Worksheet

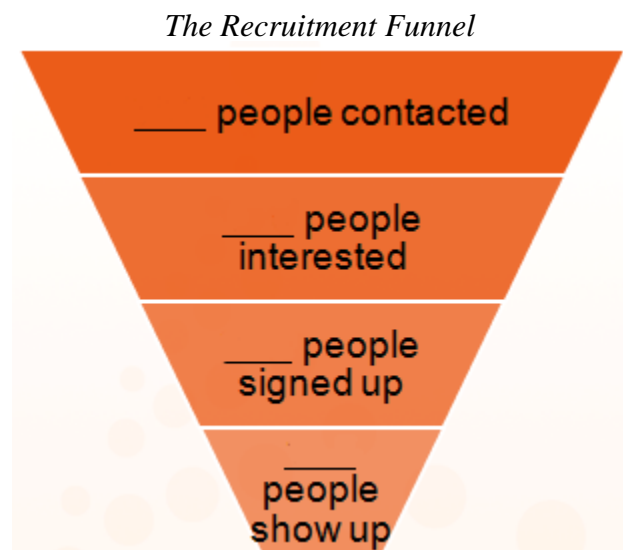
1. Write down recruitment goals

How many people we want to participate in the conversations:

How many facilitators we will need, based on how many people we want in the conversations:

2. Think about how many people you need to reach out to in order to meet your goals

Not everyone you talk to about your program will be interested in signing up. Use the recruitment funnel to estimate how many people you will need to contact to reach your goals.



Answer the following questions:

- How many people do we want involved?
- How many people do we need signed up to have that number of people show up?
- How many people need to be interested enough to want to sign up?
- How many people do we need to contact to create a critical mass of interested people?

For example, let's say you want 15 people involved. You may estimate that 23 people need to sign up in order for 15 people to show up at the meeting or event. For 23 people to sign up, you estimate that 40 people need to be interested. For 40 people to be interested, you estimate that you would need to reach out to 75 people. Now you need to make a plan to reach out to 75 people to reach your goal of getting 15 people involved.



3. List the main groups of people we want to invite, and how many people to reach out to:

<i>Group to invite</i>	<i>How many people we will reach out to</i>	<i>Notes on strategies to reach this group</i>



4. Think about underrepresented groups that are hard to reach

We want to include residents who don't often participate. Often times a newspaper article, radio announcement, or a flyer will not be enough to get them to attend.

Think about what groups are hard to reach in your community and brainstorm some effective strategies for reaching out to them:

<i>Who is hard to reach in our community?</i>	<i>Why are they hard to reach?</i>	<i>Where can we find them?</i>	<i>How can we invite them so the "why" and "where" are addressed?</i>



5. List people and/or groups you will personally reach out to

70% of participants join because someone they trusted asked them to be in a dialogue or to be a facilitator.

You and your coalition members may already have a relationship with key people and/or groups. Tap into these connections!

List your connections and their contact information below. Bring this list to your next meeting.

1.	_____	_____	_____	_____
	Contact person	Phone	E-mail address	
	_____	_____	_____	_____
	Street	City	State	Zip Code
2.	_____	_____	_____	_____
	Contact person	Phone	E-mail address	
	_____	_____	_____	_____
	Street	City	State	Zip Code
3.	_____	_____	_____	_____
	Contact person	Phone	E-mail address	
	_____	_____	_____	_____
	Street	City	State	Zip Code
4.	_____	_____	_____	_____
	Contact person	Phone	E-mail address	
	_____	_____	_____	_____
	Street	City	State	Zip Code
5.	_____	_____	_____	_____
	Contact person	Phone	E-mail address	
	_____	_____	_____	_____
	Street	City	State	Zip Code



6.	Contact person	Phone	E-mail address
	Street	City	State Zip Code

7.	Contact person	Phone	E-mail address
	Street	City	State Zip Code

8.	Contact person	Phone	E-mail address
	Street	City	State Zip Code

9.	Contact person	Phone	E-mail address
	Street	City	State Zip Code

10.	Contact person	Phone	E-mail address
	Street	City	State Zip Code

6. Ask coalition members to give you a list of 10 people to send invitations to

Coordinate who will reach out to coalition members:

1. Ask each coalition member to give you a list of 10 people (name, address, phone number, email) to send to invitations to.
2. Send invitations.
3. Have coalition members make follow up phone calls to their list.
4. Follow up with coalition members to let them know who has, and has not replied.



Notes and Tips for Recruiting

Types of people to recruit:

- People with communications, graphic design, and/or public relations skills to develop messages and promotional materials.
- Good planners to help with logistics such as checking out locations, ordering food, organizing child care, bring sign-up sheets, etc.
- Good writers to write, edit, and review your discussion guide.
- People with facilitation, meditation, and conflict resolution skills to be facilitators in your dialogues. Recruit them from Certified Application Counselor programs, social work schools, mediation centers, and the general public.
- Participants from every part of the community.

Tips for recruiting:

- Most people respond when invited by a friend or someone they respect. This is why word of mouth is the best recruiting tool.
- People need to hear a message from three to five times before they act on it. Use multiple ways to get the word out.
- Reach out beyond “the same ten people.” Often times the same people volunteer on multiple boards and with multiple organizations. Recruit beyond this group and get new volunteers involved in your effort.
- Communicate that they are important and that you value them and the contribution they can make.
- Work with the communications committee to create materials.

Strategies to recruit new leaders:

1. Ask “Who’s not here?”
2. Look people with specific skills
3. Ask for a small commitment first
4. Appeal to self interests.
5. Show how their involvement will result in positive change
6. Clearly define the task
7. Use current leaders to recruit new leaders
8. Show people you value their time
9. Offer benefits for participating
10. Publicize your efforts