



2.4 Recruitment Builder Tip Sheet



2.4 RECRUITMENT BUILDER TIP SHEET

This tip sheet provides an overview of strategies to consider when recruiting participants for your new program component. This document can be modified to fit your program's needs.

Create an Organized Outreach System

ESTABLISH A DIVERSIFIED OUTREACH PLAN AND AGREE ON EXPECTATIONS

- Assign roles.
- Set weekly recruitment goals.
- Create deadlines.
- Review available resources.
- Develop a plan to stay coordinated and engaged.
- Create a central calendar.
- Document details about potential referrals.
- Develop a weekly progress report using an outreach tracker.

USE REGULAR TEAM MEETINGS FOR MONITORING

- Review progress, including successes and challenges.
- Adapt approaches.
- Plan for ongoing communication with referral sources.

DEVELOP A MIX OF MEDIA TO KEEP ON HAND FOR READY DISTRIBUTION

- Examples: flyers, videos, blurbs for ads, blurbs for billboards, sample elevator speeches

Know Your Stuff

BE READY WITH A GOOD ELEVATOR SPEECH

- Make sure you understand the new program component and how it fits into your program.
- Make a list of your main talking points.
- Practice, practice, practice!

KNOW YOUR AUDIENCE AND UNIQUE VALUE

- Distinguish your program from other programs.
- Understand what your referral sources need and speak to that.

Get the Word Out

DEVELOP A DIRECT OUTREACH STRATEGY

- Establish a social media strategy that includes Facebook, Instagram, and email blasts.
- Share testimonials from participants and partner programs.
- Use creative strategies to advertise programs (for example, Craigslist, radio ads, or flyers at the library or zoo or on public transportation).
- Communicate about your program in multiple ways (including face-to-face time, electronic media, and printed material).
- Pitch all the services of your program, not just the new component.

DEVELOP SYSTEM LINKS

- Aim to create a referral pipeline.
- Research all the coalitions and community-based programs in the area that may be interested in referring participants.
- Educate yourselves on what agencies need and do in your community, so you can understand how your program can help them.
- Head emails to referral sources with catchy subject lines (for example, “Let us lighten your caseload”).

Build Strong, Long-Lasting Relationships

GET TO KNOW YOUR REFERRAL SOURCES’ NEEDS, AND ALLOW THEM TO GET TO KNOW YOU

- Share mission statements with each other.
- Set up in-person meetings and keep them friendly, quick, and useful.

AGREE ON EXPECTATIONS IN WRITING

- Identify which individuals in each organization are responsible for maintaining contact between the two partners.
- Agree on what population to target for recruitment.
- Develop referral goals and a handoff plan.
- Determine and communicate about the tools or resources needed to keep the relationship moving forward.

DEVELOP A STRATEGY TO STAY COORDINATED AND ENGAGED

- Create a referral form and progress reports for day-to-day staff members to complete and share with managers.

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- Share successes or updates in writing, by phone, or in person at your referral source's staff meetings.
- Explore ways of including referral sources in your program content.
- Set up a regular review meeting with your internal team to review progress, understand drop-off points, and adapt your plan.
- Use social media to "scratch partners' backs" (for example, celebrate their successes, thank them, or highlight your partnership).