



RECRUITING FOR YOUR GROUP

Recruitment is vital to the longevity and success of any youth program.

How programs recruit is an exercise in persistence and creativity. **The key is to build recruitment into everything you do!** Here are some ideas to get you started:

- ★ Put together a presentation—work with existing or former members of the group to develop & give the presentation, which will help keep your audience engaged.
- ★ Go to any community event that will be attracting youth. Set up a table and take sign-ups or conduct a survey of attitudes and concerns about issues you're working on.
- ★ In early fall, many schools have "club fairs". Set up a table and give away information about your group, as well as incentives, such as pencils, water bottles, T-shirts, etc., to students who sign a guest book.
- ★ Attend the first year student orientation sessions at your school in late spring to attract attention early. Be sure to keep in contact with the students during the summer months.
- ★ Does your work relate to school curriculum? Give presentations to classes, such as government, leadership, health, or any classes that have a community service requirement.
- ★ Produce a short recruitment video
- ★ Network with teachers, parents and students during school open houses
- ★ Place statements in school bulletins
- ★ Distribute youth-friendly flyers, working with parent-teacher associations
- ★ Host an art or essay contest
- ★ Conduct a community event, such as a basketball tournament
- ★ Have a bring a friend night
- ★ Talk to other coordinators/advisors to get new ideas
- ★ Remember that there are young people who are not in traditional school settings and may be eager to join as well.
- ★ The most effective recruitment strategy is to keep people coming back! **Youth must immediately be made to feel welcome and an important part of the group.** One-on-one attention goes a long way to keeping young people engaged.

Seek out youth input and involvement. Young people have a unique ability to connect with other youth.