

RECRUITMENT STRATEGY TEMPLATE

STEP 1: DEVELOP AN ENGAGING MESSAGE

With so many opportunities and choices, teens face a decision each day as to how they will spend their time. Engaging teens in service-learning should start with an engaging message. It should answer the question: Why should I participate? What impact will my participation have on my local community? Spend time brainstorming with Club members and researching current social media messages to construct your engaging message.

For recruiting youth to join the team, ask the following: “Do you want to...”

- ▶ Find your passion?
- ▶ Use your creativity?
- ▶ Develop your leadership skills?
- ▶ Connect with your peers?
- ▶ Make a difference in your community?
- ▶ Improve your success in school?
- ▶ Get hands-on experience to help you land a summer job?

For recruiting youth to attend the culminating service-learning project, ask the following: “Do you want to...”

- ▶ See your peers in action?
- ▶ Be a part of the solution?
- ▶ Get hands-on experience to help you prepare for the next milestone in your life?

And of course, all youth want to have fun, so make sure that the message is clear and visually appealing.

STEP 2: PEER-TO-PEER OUTREACH

Word-of-mouth is one of the best methods of outreach. Youth listen to each other and good news travels fast! Club members from the group become ambassadors for the project and network with peers, family and community members. As Club members engage in the service-learning process, they will develop their “elevator speech” or “pitch” – the compelling reason for their project and why they personally participate. This is a great recruitment tool.

STEP 3: POST FLYERS

The use of flyers and information sessions is a good way to reach out to peers who may not know about the project. It’s also a great way to reach out to peers who could help. You want team members with a number of skill sets and personalities, including those who may not be the most obvious or outspoken leaders. A flyer may be just what is needed to attract the attention of quieter members. Recruit artists who can design flyers and logos with a creative flair. (Sample flyers follow this section.)

STEP 4: HOST INFORMATIONAL SESSIONS

Think about other events that draw teens, (e.g., a Club-organized concert, pizza party, movie night, etc.) and promote the service-learning project there. Set up an information table at a partner school or organization. Make it visually attractive by showing a video or photo collage highlighting teens in action. Play music and staff it with Club members from the group.

Offer an incentive for “signing-up with your buddy.”

STEP 5: MARKET AND PROMOTE YOUR PROJECT

(See additional details on the following pages.)

Marketing is how you spread the word about your project to the people you want to connect with. Before marketing your project, your team should discuss and agree on the following goals and objectives: Your target audience, (i.e., the groups you want to connect with most), marketing strategies and activities, (i.e., flyers, posters, community and Club presentations, radio/TV/newspaper advertisements, social media such as Facebook and Twitter).

STEP 6: USE SOCIAL MEDIA

(See additional details on the following pages.)

Your project deserves to be on the web, which is a great way to spread the word and develop a community around your mission and goals. Whichever platform your Club chooses to use, make sure to keep the following things in mind to maintain a social media presence: Establish expertise, connect with community partners and build your community.

