



RECRUITMENT STRATEGIES

Recruiting families to participate in the *Strengthening Families Program: For Parents and Youth 10-14 (SFP 10-14)* can be time intensive, but it is imperative to successfully running programs. **Ample staff time** and sufficient **funding for program marketing** should be allotted. Investing appropriate resources makes developing and enacting an effective recruitment strategy feasible.

Personal connections are the most effective recruitment mechanism. Some communities have found it helpful to hire a gate-keeper or community member who knows the community and is trusted by local families to help in one-on-one outreach.

Identifying a **target audience**, such as a single school district in a county, will funnel resources and efforts for more impact. For example, it is often helpful to actively target one or two specific grades, and try to get saturation within those grades, rather than passively recruiting across many grades. This focuses recruitment efforts, increases the likelihood that families will hear the recruitment message, and increases the population-based impact of the program.

Below are suggested general recruitment strategies and strategies that are specific to recruiting with-in schools. Recruiting with-in schools ensures that all youth with-in the targeted ages receive information. It also reinforces a key recruitment message: *SFP 10-14* is a **universal program that all families benefit from**.

***SFP 10-14* General Recruitment Strategies:**

Appeals to each community are unique, but some examples of recruitment strategies include:

- Newspaper advertisements
- Street banners
- Billboards
- Print and post yard signs
- Utilize social networking sites, such as a FaceBook page
- Invite 4-6 parents from the target group for a short informational meeting. Show 5 minute promotional video and lead a sample activity to generate interest in program. Ask these parents to serve as program shepherds and to each invite 1-2 families to the program.
- Partner with existing youth program providers, such as Girl/Boy Scouts, 4-H, summer camps, sporting organizations, the YMCA, and church youth groups to promote or host programs
- Press releases
- Distribute church bulletin announcements to local churches
- Announcements in community education guides
- Post fliers/posters in community locations (like the library and grocery stores)
- Solicit businesses to distribute fliers (grocery store bags, pizza boxes, etc...)
- Deliver presentations to key stakeholders at community meetings garnering high levels of publicity, such as county commissioner meetings and school board meetings
- Deliver presentations to and provide informational materials to potential referral sources, such as at meetings of youth serving agencies, Children and Youth Services staff meetings, juvenile probation staff meetings, school PTO meetings, and rotary meetings
- Send emails to county agencies
- Send emails to *SFP 10-14* alumni
- Send informational/referral materials to local therapy services
- Provide presentations and share outcomes with local collaborative boards
- Deliver radio advertisements and live interviews – Include *SFP 10-14* alumni if possible

- Post announcements on online community calendars
- Submit radio public service announcements
- Post cable TV announcements
- Mail a letter or postcard to families
- Make phone calls to all target families
- Access alumni networking vehicles, such as a website or list-serve
- Offer incentives to *SFP 10-14* alumni for recruitment – Mail postcards or fliers to alumni encouraging referrals – Ask families to list two contacts at the end of the 7th session
- Use alumni pictures and quotes in publicity materials
- Participate/display at fairs and community events
- Seek involvement in sporting events, such as sponsoring a half-time basketball shooting contest
- Offer recruitment incentives and prize drawings
- Use/create *SFP 10-14* video/DVD
- Create/distribute brochures at community locations

***SFP 10-14* School Recruitment Strategies:**

- Recruit and train teachers in the targeted grades as *SFP 10-14* facilitators
- Distribute a flier in the school's back-to-school packets
- Deliver classroom presentations: offer incentives and/or prize drawings – ask past alumni to enthusiastically share their experience - use visuals (such as photos of activities, a sample family shield, a sample incentive) – handout fliers and response cards
- Set-up a breakfast or snack with a display in the teacher's lounge
- Provide information to teachers in the target grades and promote a competition among classes by offering an incentive for the most registrations, such as a gift card for the teacher or a classroom pizza party
- Submit an announcement to be read on the school morning announcements
- Hang banners or posters (use pictures of alumni)
- Submit an article to the school newsletter(s)
- Provide presentations to potential referral sources, such as guidance counselors, administrators, and intervention staff
- Present to and encourage the involvement of the PTO/PTA
- Participate in school activities, such as back-to-school nights, orientations, and parent-teacher conferences: set-up a display, have handouts available, and provide presentations and have past alumni and facilitators share their experience
- Request an announcement on the school alert phone call system
- Mail a letter to the target families – consider having the school district support the letter and have the principal(s) sign it
- Make phone calls to all target families
- Publish an announcement on the school website or list-serve
- Engage alumni in recruitment efforts: mail postcards/fliers and/or send email announcements to alumni encouraging referrals - offer incentives
- Seek involvement in sporting events, such as sponsoring a half-time basketball shooting contest
- Submit a listing to community/school education guides
- Educate teachers in the target grades about *SFP 10-14* and engage them in recruitment efforts
- Provide sling bags, pens/pencils, or water bottles printed with the program details and/or stuffed with a program brochure
- Engage student groups or clubs in recruitment
- Plan a game or activity to involve teachers and students in learning about *SFP 10-14*, such as hanging posters that are connected with a word search activity or hosting a student poster making contest
- Involve students in community marketing, such as using youth voices in a radio ad or having youth design posters or newspaper ads
- Present to the school board