

FIVE STEPS TO RECRUITMENT THAT WORKS!



1. DEVELOP YOUR RECRUITMENT GOALS

Know what you want to recruit for and why.

For example: we need to recruit more parents of the youth that we work with because we aren't able to be as effective without them.

2. DEVELOP A LIST OF PROSPECTIVE MEMBERS AND PLACES TO RECRUIT

Make sure that this list covers all your recruitment target goals, and is manageable.

For example: go to schools during parent/teacher conferences or host parent nights and have the youth perform, etc...

3. DEVELOP & PRACTICE YOUR RECRUITMENT 'ELEVATOR PITCH'

Take the time to write out and practice your pitch out loud. The pitch should include who you and your organization are, what you're looking for and why, and a specific outcome/request.

4. UNDERSTAND THE POWER OF "7"

Be persistent! The power of 7 states that people need to see/hear your message at least 7 times before they will act on it.

5. ALWAYS WAIT FOR AN ANSWER!

If you don't ask prospective members to do something, they won't. Have a specific request and get a specific response.



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our
NEIGHBORHOODS

EnergizeOurNeighborhoods.org
208-570-6834 | energize@cityofboise.org
150 N. Capitol Blvd, Boise, ID 83702