

Marketing to Recruit – Best Practices Checklist

Actively recruit everywhere, at all times

- ◆ *Look for new agencies, as you walk or drive in communities*
- ◆ *Ask community partners, friends, family, and acquaintances about new agencies/groups/service programs in the communities in which you work*
- ◆ *Reach out to partners and participants using the internet, phone, personal face-to-face contacts, newspapers, flyers etc. to gather information*
- ◆ *Provide accurate information on healthy eating and active lifestyles*
- ◆ *Demonstrate confidence in what you do, your belief in the product and how it impacts lives*

Be Prepared....

- ◆ *...with your “sales pitch”/ 30 second elevator speech ready – be ready to get to “yes”*
- ◆ *...by having a supply of brochures, palm cards, business cards, etc. on hand at all times*
- ◆ *...to sell the benefit of the program and articulate the “win-win”*
- ◆ *...to showcase the impact on the lives of participants, families and communities with success stories, pictures, etc.*
- ◆ *...to act relentless in helping program participants but not pushy to an agency/community partner; Have a goal to schedule a group with the agency and work to make it happen*
- ◆ *...to move outside of your comfort zone; try new approaches and reach new agencies*
- ◆ *...to be flexible – try different delivery times (evenings, weekends)*
- ◆ *...to fill your schedule for 3 – 9 months depending on your part of the state*
- ◆ *...move outside of your comfort zone*
- ◆ *...to demonstrate confidence in what you do, your belief in the product and how it impacts lives*

Recruit new agencies...

- ◆ *Be on the lookout for potential agencies all the time throughout the program year. Maximize efforts. Recruitment is an ongoing year round expectation.*

Seek referrals from participants, who took the workshop, parent coordinators, parent contacts, PTA meetings, parent events at school and child care settings --- Reach out to parents directly

- ◆ *Ask participants to share the names of people they know who might like to participate in the sessions; make a list of phone numbers of those who may be interested; call parents directly*
- ◆ *Develop relationships with agency and school partners who work with parents who could benefit from your program; use this network to help recruit or refer you to their friends/other schools*

Face-to-face meetings work best....

- ◆ *Plan to and visit partner agency staff, whenever possible*
- ◆ *Schedule meetings with partners to talk/showcase program successes*

Combine participants from different schools/agencies together; bring together various sites.

- ◆ *Develop relationships that cross boundaries and bring folks together*

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- Use tools to motivate and attract parents; Help agencies see the value/benefits of workshops**
 - ◆ *Use graduation pictures with certificates/graduation video*
 - ◆ *Do mini-lessons to demonstrate the type of learning that happens in sessions*
 - ◆ *Demonstrate the 24-hour diagnostic report*
 - ◆ *Use personal success stories from past clients*
 - ◆ *Personalize your recruiting book/portfolio with new pictures/pictures from your groups – having fun, cooking, being physically active*

- Build strong ongoing relationships with your contacts and return to past agencies... stay in touch, follow up**
 - ◆ *Once the relationship is formed, nurture it. Stay connected; email, call, stop by; if they have referred/facilitated the starting of a group, let them know how it is going; keep them informed*

- Work to overcome past negative experiences**
 - ◆ *If aware of a previous bad experience, strive to overcome that history with positive interactions. Use positive, engaging, forward-looking language.*

- Be at “every” recruitment opportunity**
 - ◆ *Identify when and where recruiting opportunities might be happening in your service community and, when possible and appropriate, be there. Be strategic in your selection! Go where you are likely to get the biggest bang for your time.*

- Showcase the lessons, recipes and physical activities included in sessions**
 - ◆ *Send electronic emails and messages, with pictures, as a thank you and an invitation. Pictures may go on school website, agency bulletin board, or newsletters (make sure you have photo releases for pictures)*

- Focus....**
 - ◆ *Recruiting is a critical piece of your job. Make time in your schedule to recruit participants, as well as delivery series education.*
 - ◆ *Recruiting eligible participants (families, caregivers of children, youth- 3rd grade and above) – seek partnerships with agencies and community/school staff who can help you reach this target.*
 - ◆ *Set up workshops and then do everything you can to make them happen successfully.*
 - ◆ *Reach and Keep Reaching!*

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Developed by Frontline staff with a history of successful recruiting practices