

Sample Recruitment Plan:

Sample Recruitment Plan:

1. Set a Recruitment Goal: *6 new members*

Rule of Halves: If you want 6 new people to show up to your next meeting, this means:

- Outreach to 50 people in the public through a tabling event
- 25 of those people indicate on our sign-in sheet that we can contact them in the future, leading to 25 new generate leads
- After follow-up 12 people might respond (dependent on the method of follow-up) that they'd like to come to our next meeting.
- 6 of the people who said they were going to come actually attended.

5 new members

**The rule of halves is imperfect. You should test what works for you, but be prepared that people fall off between steps.*

2. Set up Your Recruitment

- a. Set recruitment strategies.
 - i. *Table at local environmental festival.*
 - ii. *Host a screening of "The Story of Plastic" or "Plastic Detox"*
 - iii. *Make a social media post about our next public meeting.*
 - iv. *Directly invite personal contacts.*
- b. Set on-ramps
 - i. *Create an "interested form" that can be found on our coalition's instagram.*
 - ii. *Create trifold brochures with QR codes that can be passed out.*
 - iii. *Create a sign-in list for our next event.*
 - iv. *Create a Zoom registration for our welcome meeting.*

3. Write a List of People: *Each member of the coalition does this.*

- a. My social groups
 - i. *My workplace*
 - ii. *Old college dinner group.*
 - iii. *Board game club*
 - iv. *Neighborhood association*
- b. My identity groups
 - i. *Environmental advocate - climate, plastic, zero waste, etc.*
 - ii. *"Foodies" - local food culture*
 - iii. *Religious group*
 - iv. *Creatives/ artists*
- c. Social Groups we want to reach
 - i. *Local synagogue, mosque, church or other faith-based institution*
 - ii. *Environmental justice groups*
 - iii. *Watershed and anti-litter groups*
 - iv. *Student environmental clubs*
 - v. *Reuse business professionals*
- d. Identity groups we want to reach
 - i. *Young people*
 - ii. *Small business owners*
 - iii. *Plastic & waste advocates*

4. Outreach Plan!

- a. Make a social media post about our public new member's meeting in July.
 - i. *Include a link in our bio to our interested form.*
 - ii. *Ask members to share it on their social media*
- b. Table at the local environmental festival in April.
 - i. *Make a sign-up sheet for people to sign.*
 - ii. *Have tri-fold brochures to pass out to people walking by.*
 - iii. *Set up an interesting tabling display that shows the dangers of microplastics.*
 - iv. *Tell people about our upcoming member meeting*

- c. Host a screening of “The Story of Plastic” at the start of June.
 - i. *Use our sign-up sheet to keep feeding into our Google spreadsheet.*
 - ii. *Tell people about our member meeting*

5. Follow- Up Plan

- a. Follow up email after tabling & screening
 - i. *One day after tabling & screening*
 - ii. *2 weeks after tabling & screening*
 - iii. *2 weeks in advance of members meeting with a Zoom for them to register.*
 - iv. *A reminder the day before.*
- b. Have coffee with 5-6 people that seemed very interested in our outreach.
- c. Send text reminders the day of the meeting.

Recruitment Guidance

Recruitment Plan Steps

1. Set a Recruitment Goal

Using the ladder of engagement, decide what you want the outcome of your recruitment to be. How many leaders do you want? How many members? Or perhaps you just want to get a certain number of people out to an event.

Rule of Halves: Now that you have your recruitment goal, start thinking about how to reach people. Keep in mind the rule of halves – if you want 10 people to show up, this means:

Outreach to 80 people

You'll be able to contact 40 people

20 people will say 'Yes' and RSVP

10 people will actually show up!

2. Set up Your Recruitment

Decide how you want to accomplish your recruitment. Create your on-ramps and pick your lead generation strategies.

3. Write a List of People

Think about those social circles & identity groups you are a part of and natural leaders in other social circles who you know. Map them out on a sheet of paper. Write a list of all the people you'd like to recruit!

4. Do some outreach!

Execute your lead generation strategies and target the social circles or identity groups you identified.

5. Follow- Up

Make sure that your leads hear from you to be invited to your events and meetings. Send them an email, but consider more extensive follow-up strategies as well.