

# STRATEGIES FOR RECRUITMENT

## Community Resources

- Public Health Departments
- WIC
- Apartment Complexes
  - ⌚ Laundry Room
  - ⌚ Mail slots
  - ⌚ Talking to manager to strategize
- Neighborhood grocery stores
- Recreational facilities: YMCA, Boys & Girls Clubs, etc.
- CSO's
  - ⌚ Childcare
  - ⌚ TANF
  - ⌚ WorkFirst
  - ⌚ Foster parent support groups
  - ⌚ CPS
- Schools, Colleges: put into class schedules, newsletters, flyers
- Libraries
- Children's clinics and hospitals
- Food banks (be there on distribution day)
- Door-to-door
- Mental health agencies
- Religious centers/places of worship
- Laundromats
- Stores, Thrift Stores

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- Resource Fairs
- Court systems
- Foster parent support groups
- Teen parent service agencies
- Grandparent support groups or senior services agencies
- Open markets
- Work places
- Bus stops
- Parks
- Family centers
- Child care centers
- Amusement parks
- Fast food places and child focused restaurants such as Chuck E. Cheese
- "One Stop" Work Source
- Public Service Announcements on local radio (perhaps in other languages)
- Article in local paper
- Applications available on Head Start door even when staff are not there
- Follow up with everyone who calls asking for information about enrollment
- Send home application form with every child in the program in the spring

- Review recent old files for siblings with the right birthdates
- Phone message, in various languages, with procedure to apply
- Door-bell all low-income housing projects and apartments in the area, set up table on rent day, ask manager to put "stuffer" in mailboxes
- Set up a table at the food bank, Multi-Service or Family Resource Center
- Send flyers and cover letter to Evening Meal feeding program
- Contact co-op preschools/day cares in area; call Child Care Resources and Referral line about openings
- Local grocery stores put a "stuffer" in each bag for one or two weeks
- Banner in a prominent place in the community
- Teaming with other FSS at your center, at other centers, HS,EHS
- Video in various languages  
Web page, Utube,

### **Resources reaching our target groups**

- Reach out to low income housing, apartment complexes, and neighborhoods
- Homeless shelters
- Programs that serve disabled populations
- DSHS programs
- Specialty/Ethnic food stores, restaurants
- Transitional housing
- Volunteer programs
- Food banks, and Multi Service Centers
- Hospitals/medical clinics
- Health Department (mobile clinics)
- Refugee centers; INS offices
- Police Department
- Domestic violence shelters/agencies
- Employment Offices; temporary employment agencies
- Veteran Affairs Office
- Senior Services; Grandparent support groups
- Foster care agencies
- Schools: teen parent programs
- Places that teach ESL and citizenship classes
- Kiwanis, Lions, Elks, etc.
- Birth to three early intervention programs
- School district special education programs
- ChildFind

### **Families as Partners for Recruitment**

- Past parents and returning parents want to " give back"
- Ask families to look at materials before you send them..are they family friendly?
- Community booths "at local events"
- Identifying "key" people in the community to spread the word
- Give flyers to parents to pass out and post

- Talk to applicants from apartments about contacts they may have (manager, friends)
- Parents go door-to-door in their neighborhood/apartment
- Mail applications to past parents for distribution to their friends
- Center open house; parents bring friends and neighbors