

2016-17 Recruitment Strategies and Ideas

The following is a list of recruitment strategies and ideas that were generated by staff at the January 2016 Family Support, Health and Nutrition Training.

- Back to school events
- Recruiting at school districts, churches, city offices, and partnering to use their websites/social media
- Recruitment signs, radio/TV/newspaper ads
- Summer activities/festivals
- Free lunch programs
- Recruiting at community centers, gas stations, coffee shops, food banks, malls, parks, flea markets, water parks, library, housing offices, libraries, doctor/dentist offices, other local businesses
- Word of mouth from one family to another
- Using community partners and referrals such as DSHS, WIC, WorkSource, Faith Centers, Boys and Girls Club, Childcare Resources, Fostering Together, DV shelters/programs, homelessness programs, counseling clinics
- Holding a community meeting/forum
- Using the Internet, Ask Anything, Facebook
- Mailing Labels
- District call outs/robo calls
- Recruiting at larger apartment complexes
- Connecting with community agencies at community events
- Elementary reader boards
- Recruiting/advertising at farmers' markets
- Collaborating with neighboring sites about waitlist/openings
- Being visible in the community
- Hosting a recruitment/open house event
- Hosting or attending an Early Learning Fair at a central location
- Asking parents for feedback about how they heard about the program, what helps, etc.
- Riding the site bus and sharing applications with families at current stops
- Use parents to share info in community locations/events they attend
- Fostering ongoing partnerships with "next level" employees at community access points
- Participating in monthly community agency meetings
- Recruiting/collaborating with IRC
- Recruiting/collaborating with West or East Side Baby, play and learn groups
- Working with family liaisons/social workers and homelessness liaisons in elementary schools
- Attaching fliers on pizza boxes
- Sending applications home with families
- Connecting with local apartment complexes to send out welcome packets to new families
- Recruitment "blitz" (all HS/ECEAP staff participate by breaking into teams)
- Building a PIT (Parent Involvement Team) or parent volunteers
- Intentionally building ownership with families to share the good news about Early Learning
- Early Learning program info placed on the back of menus at all elementary schools
- Meeting with Birth-Three FRC
- Partnering with Recovery Café
- Recruiting/providing information for developmental screening offices in schools

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- Placing information in community newsletters
- Partnering with Care Net Pregnancy Center
- Using door-hangar ads
- Leaving your business cards with prospective families
- Targeting low income neighborhoods
- Holding a staff recruitment scavenger hunt
- Advertising on t-shirts with program logo
- Maintaining a single point of contact for the program
- Partnering with Seamar
- Attaching the application to newsletters for friends of current program families
- Advertising in pay stub envelopes at different businesses