

Recruitment Strategies

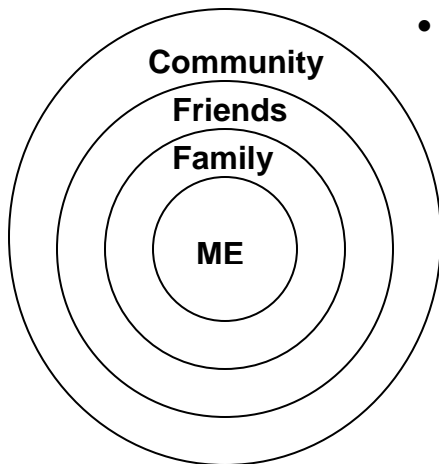
“Word of Mouth”

Word of Mouth is the simplest strategy to get the word out about your group.

WHY?

- It is the least expensive and most influential method of recruitment.

HOW?



- Think about who you know?
 - Promote the group to friends and family who may possibly benefit from joining.
 - Advise your family and friends to pass along the info to anyone who might be interested.
 - Have a 30 second verbal promo ready to share anytime, anywhere.

Post the Group on SHRC’s Database

The Self-Help Resource Centre provides a database where people can search and find various Self-Help groups.

WHY?

- It’s free and easy to set up
- It has a searchable database by keywords.

HOW?

- Go to: <http://www.selfhelp.on.ca/list.html>
- Fill out the Group information form (Group name, contact, objectives, etc)
- Press Submit!

Posting Flyers

Flyers are a simple form of advertisement using text and graphs

WHY?

- Raises awareness about the existence of your group in the community
- Can be targeted to locations where potential members would see it.

HOW?

- Work creatively together to design the flyer
- Include important contact information on the flyer
- Post the flyers in heavily trafficked areas (i.e. grocery stores, community centres, churches, schools, etc.)

Collaborate with Organizations

Partner with organizations related to your group's focus. (e.g. New parents might post a flyer at an early childhood community centre).

WHY?

- Focuses outreach on your target populations
- Partnering may provide your group with additional support or resources

HOW?

- Contact an organization you wish to partner with
- Ask if you can post your group's info on their website and if they would be willing to provide referrals to your group.

Use Technology

Use new online technology to your group's advantage!

WHY?

- It's accessible to almost everyone

HOW?

- Create online support groups using networking sites, such as Twitter or Facebook.
- Advertise your group by posting events and meeting dates online