

# Targeted Recruitment Strategies



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# AGENDA

- Overview of Recruitment
- Critical Components of Targeted Recruitment
- Types of Targeted Recruitment
- Getting Started...
- Practice!
- Question and Answers

# **Three Kinds of Recruitment**

**General**

**Targeted**

**Child Specific**

# General Recruitment Tips

- 1. Use “REAL” kids in media**
- 2. Materials must be user-friendly**
- 3. Simple, clean design is best!**
- 4. Honesty in messaging**
- 5. Eye catching and snazzy**



# Critical Components of Targeted Recruitment

- **Specificity**
- **Identification of Community Resources**
- **Variety of Strategies**
- **Personal Touch-Face Time**
- **Relationships**
- **Local Champions**

# Critical Components of Targeted Recruitment

**Network**

**Follow-up contacts**

**Tangible Goals**

**Know what you want  
But listen and be flexible**

**Accurate Budget**

**Details, Details**

**Use Teens/Resource Parents**

# Types of “Targets”

- Child Characteristics

- Race, Color or National Origin

- Geographic Location

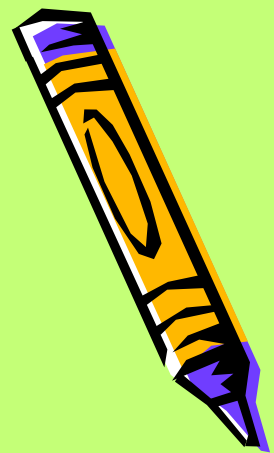


# Child Characteristics

- **DATA IS YOUR FRIEND!!!**

- **WHO are the kids?**

**Examples: teens, siblings, medically fragile, teen mothers, children with mental health issues**







*Race, Color or  
National Origin*

• **impact disproportionality**

• **culturally appropriate slogans and logos**

• **recognize cultural/racial issues**

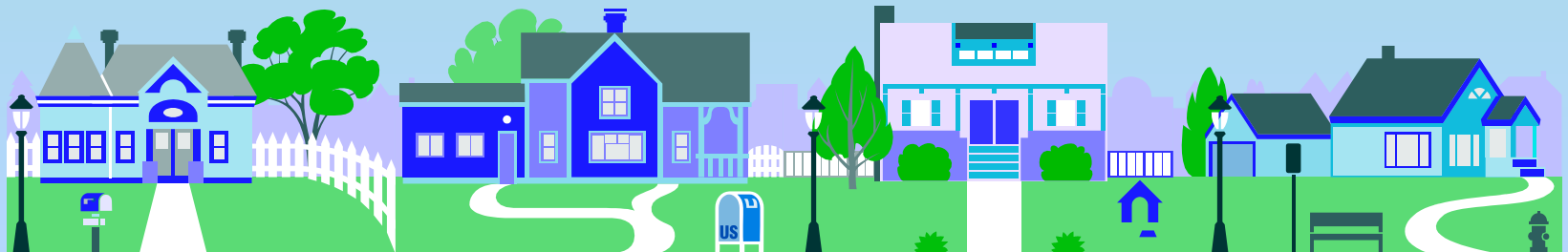
# Geographic Location

TWO questions:

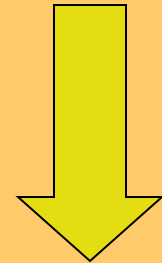
1. Where do the kids come from?
2. Where are our families?

**Identify Key Leaders in the community**

**What *strategies* can we use to engage the targeted families in the community? How can we deliver the message to them?**



# Targeted Recruitment Plan



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# Targeted Recruitment

**RACE, COLOR,  
NATIONAL ORIGIN**

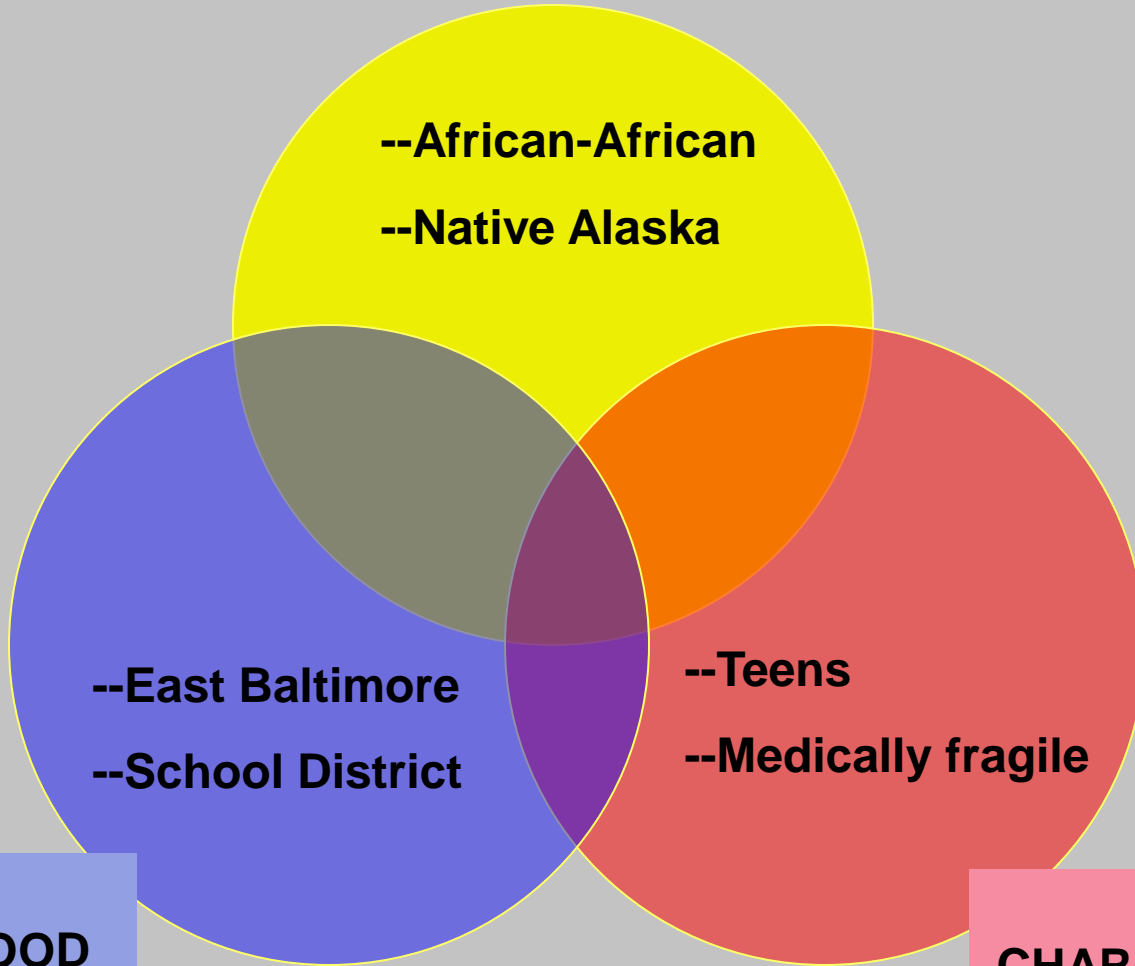
--African-African  
--Native Alaska

--East Baltimore  
--School District

--Teens  
--Medically fragile

**CHILD'S  
NEIGHBORHOOD**

**CHILD  
CHARACTERISTICS**



# **Some Questions.....**

- 1. Identify targeted group-be specific**
- 2. Who are people already providing care for these children?**
- 3. Where can we find more of them?**
- 4. How can we get the word to them?**

# Step by Step Guide

***Target Group:*** Boys ages 6-12

***FP Focus Group Results:***

- have parented boys, like boys
- involved in scouting, camping, outdoors
- involved in sports, like sports
- busy, active families-on the go

***Data review told us:*** single men/women, married  
ages 29-67, at least 1 child, HS diploma, working  
class

Who in the community is already connected or supporting boys ages 6-12?

Where can we locate more of these families in the community?

Craft Message/Design Logo



## Target Audience

## Strategy

**Little League Coaches**

- speak at coaches' meeting
- mail letter to each coach

**Little League Families**

- put posters up in snack shack
- put advertisement in Little League annual program
- purchase snack bags/napkins with logo/slogan for snack shack
- attend opening day and put flyers on cars

**Elementary/Middle School Teachers**

- speak at inservice day
- posters/flyers in lounge w/data
- paycheck stuffers

**Cub Scout/Boy Scout Leaders**

- article in "Scouting News"
- meet with local leaders
- assist with service project/badges

THE

*Is it GENERAL or  
TARGETED???*

GAME

**PSA's on the TV or Radio**

**Speaking Engagement to  
High School Teachers**

**meeting with football coaches**

**Speaking at the Rotary meeting**

**Billboards and bus signs**

**Co-hosting an informational  
session with a neighborhood  
organization at their site**

**newspaper articles  
in local paper about  
need for homes for siblings**

**recruitment blitz in the whole county on a selected day**

**sending materials out to every church in the county**

**Presentation at PTA**

**sitting at a table or booth at the mall**

**article in the pediatric nurses newsletter**

**Brown bag lunch for juvenile probation officers**

**fosterware party hosted by Spanish speaking foster parent**

**passing out balloons at the county fair**

**Advertisements in local newspapers**

**slide show at movies theaters**

# **QUESTIONS AND ANSWERS**

