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

Tangible Goals

Accurate Budget

Use Teens/Resource Parents

Follow-up contacts

Know what you want

But listen and be flexible

Details, Details
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

Strategic Orientation

TOTAL PACKAGE

= Strategic Preservice Training
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
<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Strategy</th>
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| 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      | • speak at inservice day  
                               | • posters/flyers in lounge w/data                                       |
| Teachers                      | • 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