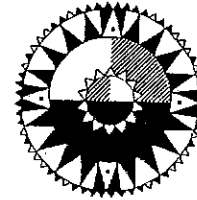


RECOMMENDATIONS FOR RECRUITMENT

CAMPUS RECRUITMENT

- ⊗ Recruit at state colleges
- ⊗ Recruitment at one of the 100 Historically Black Colleges in USA
- ⊗ Utilize people of color in recruitment
- ⊗ Contact the student organizations (*i.e. Black Student Union, Asian Student Union, etc*)
- ⊗ Begin to develop relationships with college mentors
- ⊗ Utilize alumni from the school



RECRUITMENT LITERATURE

- ⊗ Use pictures which show people of color
- ⊗ Use words if can't get pictures
- ⊗ Utilize artwork from various cultures in brochures
- ⊗ Be mindful that certain colors or art designs used will appeal to certain ethnic groups (*red/green/black: Colors of African American Flag*)

PERSONAL RELATIONSHIP

- ⊗ **RELATIONSHIP BETWEEN DIRECTOR AND POTENTIAL VOLUNTEER IS MOST IMPORTANT!**
- ⊗ Interpersonal relationship/communication assumes the recognition/value of person
- ⊗ Acknowledge the importance of the family in making decisions

ADVERTISING

- ⊗ Local newspapers and magazines
- ⊗ Newsletter that targets certain ethnic groups: *IN THE WORD (Black Catholics) NUESTRA PARROQUIA (Hispanic/Latino)*

RESOURCES

- ⊗ **Personal Resources:** Utilize people of color to recruit for you.
- ⊗ Knights and Ladies of Peter Claver: (*National Black Catholic Service Organization*)
- ⊗ Contact local archdiocesan Ethnic Ministries Office
- ⊗ Contact the African American Secretariat-USCC (<http://www.nccbuscc.org/saac/network.htm>) and Hispanic Affairs – USCC (<http://www.nccbuscc.org/hispanicaffairs/index.htm>)
- ⊗ Hispanic/African American/Asian/Native American parishes
- ⊗ Sororities and Fraternities (*i.e. Delta Sigma Theta, Alpha Kappa Alpha, Alpha Phi Alpha*)

VALUES OF VOLUNTEER SERVICE

- ⊗ Change the system
- ⊗ Remove oppressive structures
- ⊗ Affirm the equality of all persons



DIVERSITY IN THE CONTEXT OF THE LAY VOLUNTEER PROGRAM

QUESTIONS TO ASK YOURSELF:

1. What methods do I use to recruit men and women volunteers for service?
2. Where do I recruit?
3. What is the ethnic background of the audience that I primarily recruit from?
4. Do the pictures I have in my brochure reflect attentiveness to cultural diversity?
5. Is most of the recruitment done with written correspondence?
6. Do I respond to inquiries by letter, phone and/or visit?
7. Do I recruit in predominately white/Anglo communities, colleges, parishes, etc?
8. How do I show an interest in the prospective volunteer?
9. How do I state the benefits of volunteer service?
10. Do I advertise in newspapers, newsletters, etc. that would be read by a predominately white/Anglo audience?
11. Do I invite people of color to be part of the recruitment, formation, training, and decision making process? If so, do I ask for their suggestions and comments regarding recruitment?
12. Do I try to recruit in areas where I have placed a volunteer?

