

## CATHOLIC NETWORK OF VOLUNTEER SERVICE

Speak their language - what do you do that is of interest to prospective members? Highlight this in your presentation.

Sponsor a Volunteer Opportunity Fair with other groups- possible locations for a fair include schools, churches, community centers, shopping malls.

Remember to involve other community groups with your recruitment. Reach out to groups such as the Toastmasters Club, the Lions Club, the Rotary Club, and the Kiwanis Club for help with special service events.

Illustrate with diagrams or pictures where people fit into the overall structure of your organization. An organizational chart helps people to visualize their role in relation to others and will create a better understanding of how AmeriCorps members function in your

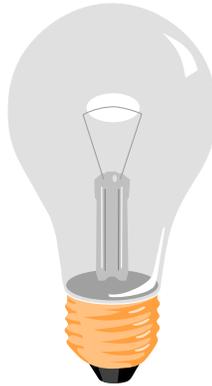
Always provide a service description. By doing this, both you and potential applicants are more likely to understand what being an AmeriCorps member will

Publicity can be beneficial - identify businesses/ organizations that buy ad space and ask them to help promote your cause.

Level with potential members - tell them what they will do, how long they will be expected to do it, and who will

When trying to increase the diversity of members, reach out to leaders of different ethnic and racial groups to request their assistance with recruitment.

Contact the local newspaper to see if they will donate space in the classifieds for member positions. Place an ad in the Volunteer or Help Wanted section of the paper. Emphasize the opportunities for enhancing professional skills and gaining a network of community contacts.



## RECRUITMENT IDEAS

Include pictures of members doing community service activities in your recruitment brochures. If possible, make a video that shows members in service; these videos can be shown at local churches and educational institutions.

When giving a presentation to a large group, include AmeriCorps members. Hearing members talk about their experiences can be exciting and inspirational. Also, members are a great source of information for interested individuals.

## AN AMERICORPS TRAINING AND TECHNICAL ASSISTANCE PROVIDER

Contact your local TV/ Cable stations to get air time to present on your services.

Be honest and direct with people when recruiting. Don't minimize the work or the time needed.

Utilize your web site to full advantage. Provide information about becoming a member in your program; advertise the benefits and rewards of serving in your program; promote the benefits to the community.

Network your program - when you speak to a group or attend meetings, mention your program, if appropriate, and share publicity and recruitment materials with individuals. Be sure to follow up with interested individuals within ten days.

Don't settle - avoid the concept of "a warm body through the door will do"; if you can't get the right person, don't take just

Do not use guilt when trying to recruit.

Talk to personnel directors of large corporations, explaining member opportunities and ask if they can refer retirees and current employees to you.

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