

# Rockin' Recruitment

Getting Girls to Your Program

# Rockin' Recruitment Quick Tips

1. Go to where the girls are! A poster at your Rec Center won't bring girls in if they aren't there yet.
2. Use **active** recruitment strategies – find the girls, meet them and talk to them.
3. Use girls to recruit other girls
4. Have a demonstration where the girls can see and sample the program. For example, set up a volleyball net at the neighborhood school at recess. Invite the girls to participate and play. Then give them flyers about your program and get their phone numbers.
5. Hold a fun event at your program. Invite girls and their friends to that event.
6. Follow-up. Sometimes a girl will need multiple invitations. Don't let up.
7. Hire female staff and have them participate in recruitment.
8. Connect with families right from the start. Parents are more likely to allow or encourage daughters participation if they know and trust you.

# Recruitment – Questions to Consider

## **Who are you serving?**

Believe it or not, your sports program can't be all things to all kids. Successful sports programs are clear about who they serve best and how they go about that. Think about who your program is *supposed* to serve well and who you actually serve well. Here are some questions to ponder as you consider your current participants: What age group? Boys? Girls? Both? Open to all or selective? Playful or competitive? Ethnic background? Income? From what schools? From what neighborhoods? New to the sport or experienced? Individual sport or team sports?

*Describe the youth that you are currently serving:*

*Are there other youth that you want to serve? Who are they?  
(this is your 'target audience' for recruitment)*

*Do you need to make any program modifications to serve your target audience?*

**Where is your target audience?**

Physically, where are these girls? Where are you going to find them? At their schools? Outside of McDonalds? At the housing project? At the park?

*Where can you find the kids you are looking for?*

**How are you going to communicate with them?**

What is your primary outreach strategy? Flyers? Internet? Presentations? Tabling? Demonstrations? Remember that *telling* (flyers, emails, etc) reaches more people quickly, but *showing* (interactive presentations and demonstrations) gets kids excited.

<i>Outreach Strategies</i>	<i>Who will implement them?</i>	<i>When?</i>

**Are you going to have an event or orientation?**

Many successful recruitment efforts get kids and families to some sort of orientation event.

*Recruitment or orientation event description:*

