

# Recruitment Practices for Family, Friend & Neighbor Caregivers

## Effective Flyers

- Graphics or pictures
- Visual appeal
- Consider your audience: FFNs are grandparents, uncles/aunts and may not identify as formal caregivers
- Consider what information they need to decide to participate
- An attention-grabbing headline (if what is being offered is free, be sure to include this info prominently)
- A focused message with a call to action
- Location and contact info
- Include your values, vision, positioning, value proposition, and personality
- Keep text and visuals to a minimum. If there is too much to read and images make the flyer look cluttered, it won't be effective.

## Personalized Outreach

- Phone Calls
- Text Messages
- Individualized Emails
  - Rather than sending general language, address the caregivers by name
- Social Media
  - WhatsApp
  - Facebook

## Things to Consider

- Cultural Sensitivity
  - Be aware of how different communities perceive your presence and recruitment efforts
- Language spoken by the community
  - Allocate ample time for translation of materials
- Credibility
  - Bringing business cards, pamphlets, etc. to your recruitment efforts will give you credibility and help your community learn about who you are
- Flexibility
- Being friendly and warm is important

## Be Present in Your Community Through Partnerships and by Attending Community Events

- Social Media
- Local Libraries
- Parks
- Resource and School Fairs
- Family Resource Centers
- County/City/Community events that attract families, children, and FFNs

### Preparing for Events

- Have flyers printed and ready
- Bring Business Cards
- Develop an elevator pitch and practice delivering it before you need to use it with people
- Consider ordering freebies to give away (incentives) with your logo & contact info
- Have an activity to attract children and adults
- Have a signup sheet to collect phone numbers and emails (a tablet for a digital spreadsheet works well, too)
- Make a checklist to help you keep track of the things you need

## Innovative Places and Ways R&Rs Conduct Outreach

- DMV
- Sending Postcards
- Bus Stops
- TikTok