



# Recruitment & Outreach

GUIDING QUESTIONS AS YOU SEEK TO INVITE OTHERS TO JOIN YOU

## NEW PERSPECTIVES. STRONGER ACTIONS. GREATER IMPACT.

As you consider strategies for recruitment and outreach, keep in mind that your efforts are helping to connect others with meaningful opportunities to live their faith and values. Additionally, a larger team means better workload distribution, shared energy and passion and more creative ideas. Once you incorporate this “why” into your outreach strategy, you’ll be equipped to tackle the “what,” “who,” “where,” “when” and “how.”

### WHAT IS THE OBJECTIVE?



- Are you looking to recruit individuals for a particular action? An event? To join the team permanently? To serve as a leader?
- How might your objective(s) influence where, when, how and to whom you reach out?

### WHO DO YOU WANT TO REACH?



- With whom do you have common ground and a shared mission?
- Who would be interested in participating? Do they have ideas, energy and skills to share?
- Are you reaching out to people who look and think differently than you? People who have different perspectives and experiences?
- To whom are you already connected? Are you part of networks, institutions or groups that might have interested participants? What about your family and friends?

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*“When you’re surrounded by people [with diverse professional backgrounds and unique skills], it is easier to believe we really can make a difference. Our goal is to ‘infect’ others with our passion for justice, to invite them to see what we do.” — Catherine Ghaffari, chapter leader of Saint Mel’s Parish, California*

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## WHERE CAN YOU CONNECT?



- Are there physical or virtual spaces where you can meet people who are already gathering? Is there a large event— in-person or virtual—where you can make an announcement, staff a table or otherwise engage?
- How can you combine in-person and digital strategies for greater effectiveness?
- **For physical spaces, have you considered:**
  - Flyers or posters in shared spaces, such as restroom doors, bulletin boards, meeting rooms or classrooms?
  - Written announcements in materials being distributed, such as bulletins or newsletters?
  - Announcements during or after virtual events, classes, meetings or Mass?
  - Chalk, window paint, or some other artistic or creative communication method?
  - Electronic displays in shared spaces, such as hallways of an organization, parish, school or university?
  - Tabling during activities fairs in your parish, school or university? Or at community events, such as farmers markets, concerts, sporting events or after Mass?
- **For virtual spaces, have you considered:**
  - Email, either using a contact list you develop of interested participants or by connecting with other emails already going out in your organization, parish, school, university or community?
  - Social media, using either your personal accounts or accounts through your organization, parish, school, university or community?
  - Verbal announcements during or after virtual events, classes, meetings or Mass?
  - Creating and sharing videos about your experiences and the opportunities you are recruiting for?

## WHEN CAN YOU CONNECT?



- What time of year would work best for your outreach based on who you want to reach and for what purpose?
- When might people be looking to do something new? A new academic or calendar year, perhaps?
- Are there times that larger groups of potential participants are already gathering? Could you attend these events?
- Are there relevant topical days that could provide a “hook” for your invitation, such as World Day of Migrants and Refugees, Lent or important moments for your institution?

## HOW CAN YOU CONNECT?



- How will you communicate what you are inviting people to do or how you want them to engage?
- How will you find common ground and learn about others’ interests, passions and hopes? How will what you learn about them shape the invitations you extend, your consideration of the gifts they can share and the roles they can play? How can you assure them that their voice will be heard and their actions will make a difference?
- How will you be open to different perspectives, experiences, cultural approaches or communication styles? In your approaches, how are you attentive to dynamics of power, privilege, race and culture?
- What is a tangible commitment you can invite them to make as a next step? An upcoming meeting? An upcoming event? A quick action? Sharing contact information or signing up for future communications?
- How will you be sure to follow up, build relationships and create a culture of hospitality and welcome?