



Community Based Recruitment

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What characteristics/traits
make a good recruiter?

Recruiter Traits

- Efficient
- Knowledgeable
- Friendly
- Able to Multitask
- Confident
- Flexible
- Respectful
- Courteous
- Courageous
- Have Tough Skin
- Determined
- Compassionate

Planning ..



Have your materials ready

- Business Cards
- Paperwork (COE's)
- Flyers and brochures (explaining your program)
- Welcome Bags
- Resource Guide

Recon Work



How do I start?

- Who am I targeting?
- Where should I consider looking for them?
- What materials should I bring with me?



Places to Consider

- Charitable Organizations
- Community Head Start Programs
- Community Agencies
- General Stores
- Churches / Sunday School
- Migrant Housing
- Motels
- Libraries
- Radio Stations
- Movie Theatre
- In the fields/processing plants

Places to Consider

- Laundry Mats
- Migrant Families-
Past and Present
- Health Fairs
- Daycare Centers
- United Farm Worker Centers
- Restaurants that cater
to children
- YMCA's
- Recreational Parks



Recruitment Strategies

- Become familiar with the geographic area and what crops are cultivated.
- Recruit by areas.
- Identify high-impact migrant areas.



Recruitment Strategies

- Develop relationships/partnerships with agencies and contact them on a regular basis for referrals.
- Get to know your farmers, crew leaders and contractors.
- Door-to-door recruitment.



Elevator Pitch

- An elevator pitch is designed to relay just enough information to cause the person you're talking to, to say “Tell me more..”



About the technique..

- **Hook them early:** The hook must snag your listener's interest and make them want to know more.
- **Know your audience:** A good elevator pitch will shift depending on the audience you're trying to reach.
- **Don't regurgitate a memorized pitch:** Make sure your pitch sounds natural in conversation.

About the technique..

- **Create a relationship:** Your pitch should serve as a “verbal” business card that provides a brief, compelling introduction to your program and intrigues new acquaintances to seek more information.
- **Be Passionate:** Your pitch should excite YOU first!

About the technique

- **Closing:** Finish by asking the other person what they do (because) it starts an actual conversation and allows you to actually connect, even after the “elevator ride” is over.

Be sure to have your business cards or brochures on hand!

Elevator Pitch

- Hook them early.
- Know your audience.
- Make sure your pitch sounds natural.
- Be Passionate!

Create your own “Elevator” Pitch



Recruiting Methods

- Methods that work for you.
- Methods that make your recruiting natural.
- Practice Practice Practice!

Cell Phone Method

What you need:

- A Cell Phone (on SILENT).
- Courage.
- Knowledge of your program.

Method Fun Fact:

- Developed in 2010 by 2 desperate recruiters in West Virginia.



Lost Tourist Method

What you need:

- Courage.
- Knowledge of your program.

Method Fun Fact:

- Developed in 2012 by a recruiter who was truly lost.



Going out to Breakfast/Lunch Method

What you need:

- Courage.
- Knowledge of your program.
- Be hungry.

Method Fun Fact:

- Developed in 2010 by a recruiter who simply didn't have any breakfast.



Summary

- It's important to have the right person for the job, and help them develop those skills.
- Planning gives everyone a sense of confidence.
- Having confidence will help you put your best foot forward when marketing the Migrant program.
- Practice! Practice! Practice!

Best of luck in your recruiting adventures!



Questions?

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Thank you!