

Recruiting Techniques for Parent Coalitions

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What is a coalition?



Webster: A temporary alliance of distinct parties, persons, or states for joint action.

A group of individuals working together for a common purpose.

Why Recruit?



- **There is strength in numbers**
- **Creates a public perception of broad community support**
- **Creates networking & partnership opportunities**
- **The potential to attract media attention**
- **Possible opportunities that individuals can't access**

What does it take to recruit?



- **Energy**
- **Belief in what you are recruiting for**
- **Being open to other's ideas**
- **Have a plan where you can delegate and empower others to help you recruit (list of tasks that people can do to help)**

I'm not an extrovert!!!

- **First of all, it's ok to be an introvert! You need to be honest about your comfort level**
- **EVERYONE is nervous initially – make sure you understand what you are recruiting for!**
- **If you are not comfortable in front of large groups, find a PC member who is!**
- **Practice with the GSC parents, or friends first**
- **Get some professional development to help you to hone your communication and leadership skills by yourself or with your Coalition members**

Who should be a part of the coalition?



Individuals that have a stake in building a comprehensive early childhood system

- **Want to use their voice and passion for all children**
- **Represent the diversity of your community**
- **Don't turn anyone away**

What would the ideal GSPC look like in your county?

- Read the Community Status Report or the ECIC data regarding your county
- Who is already represented?
- Who do you need to recruit?
- Families who use any state funded EC services
- Low income families
- Home-school families
- Racial diversity
- Dads & Grandparents
- Teen-aged Mothers
- Families of children with disabilities
- Migrant families
- Working mothers



Start (practice) with the GSC parent members



- **Why are they on the Collaborative?**
- **Who invited them to participate?**
- **What is their background (work, volunteering, etc.)?**
- **Ask about their children.**
- **Would they help you build the Coalition (or what has their involvement been with the GSPC)?**
- **What are they comfortable doing?**
- **What groups are they affiliated with (and could they invite and introduce you)?**

Recruiting for your Coalition

What?

When?

Why?

Where?

Who?



When to Recruit?

ANYTIME!



ANYPLACE!

Where to Recruit?

Community Events



Community Picnics

School Open Houses

Diaper Drives



Local Parades

Business Expos

Community Festivals



Clothing Swaps

Family Expos



Who can help Recruit?



Personal Relationships

- Use Great Start Collaborative partners
- Coalition parents invite friends
- Preschool teachers and childcare providers invite families



Other ways to Recruit



Print Materials



- **Backpack Mail**
- **School Newsletters**
- **Flyers**
- **Newspaper Ads**

Recruiting Techniques



Largest success came from personal relationships.

Least success came from newspaper ads

What to remember?



- **Do not worry about forgetting what to say**
- **Tell others why you are a coalition member**

“Six degrees of Kevin Bacon”

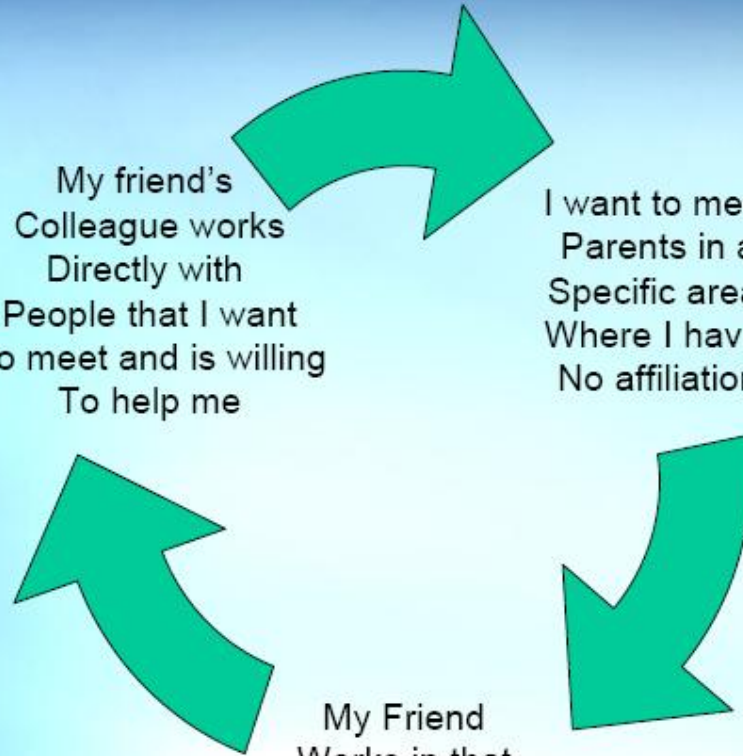


Start with those that you know

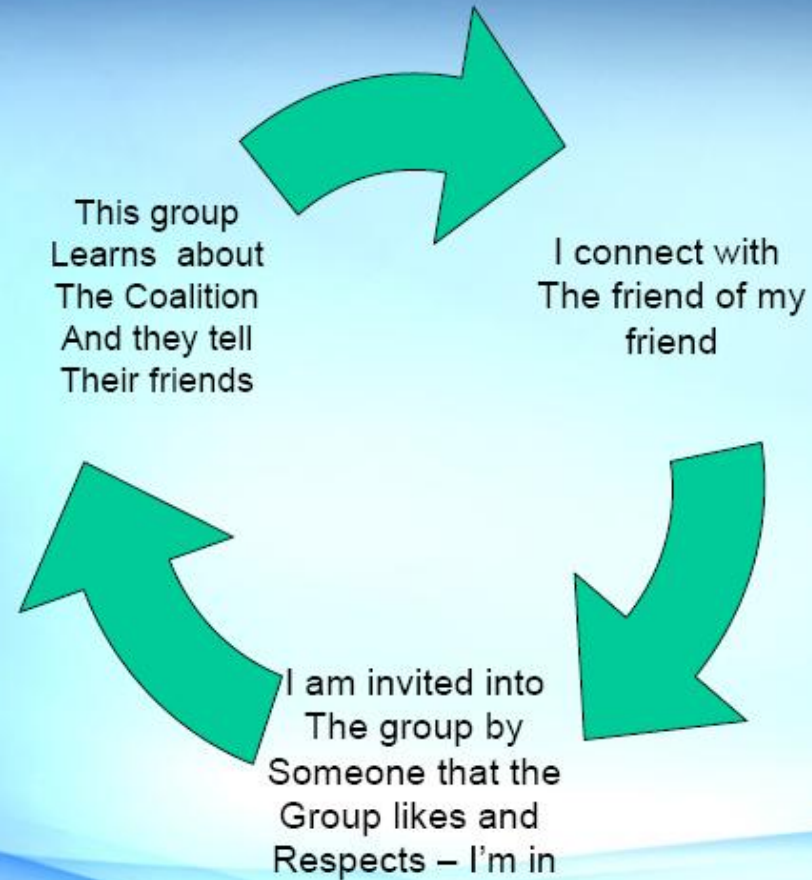
My friend's
Colleague works
Directly with
People that I want
To meet and is willing
To help me

I want to meet
Parents in a
Specific area,
Where I have
No affiliation

My Friend
Works in that
School district



The next layer



**If at first you don't succeed....
Try other avenues.**

Kevin Bacon's Visa Check Card Commercial:

***"I was in a movie with an extra Eunice, whose
Hairdresser, Wayne, attended Sunday school
with Father O'Neill, who plays racquetball with
Dr. Sanjay who recently removed the appendix of
Kim, who dumped you sophomore year.
So, you see, we're practically brothers."***

The not-so-obvious commonalities are the ones that bond....

- **It feels natural to talk with people who are like you.... Think of how you are alike outside of the physically obvious**
- **Find the links that bind you...when you have the same challenges, concerns or passion, relationships grow regardless of your differences**
- **Learning about the programs that you are advocating for – (it gains you credibility)**

Levels of Engagement



Showing Up	Minimal Participation	Engagement	More Extensive Participation	Responsibility	Leadership
<p>Just being there is a start.</p>	<p>Being Present</p> <p>Making a comment</p> <p>Introducing yourself</p> <p>Talking to one or two people</p>	<p>Multiple interactions</p> <p>Expresses/ ideas and opinions</p> <p>Feeling a sense of belonging</p>	<p>Robust responses</p> <p>Simple interactions</p> <p>Comfort level becoming evident</p>	<p>Assuming a task</p> <p>Working with others and forming partnerships</p>	<p>Assumes role in current affiliation (Micro-focus)</p> <p>Assumes role in outside affiliations (Macro-focus)</p>

Levels and roles of membership

There's a role for everyone....

- **Leaders**
- **Worker-bees**
- **“Information Gathering” Members**
- **Ask other Early Childhood groups to have a liaison between your two groups**
- **Communication links (Parents as Teachers, HeadStart teachers etc who aren't going to be members, but who are in contact with your desired audience)**

Our children are a wonderful tool



Use your core group

- **Empower existing coalition members to help recruit**
 - **Get them name tags to look official**
 - **Provide flyers and business cards**
 - **Give them a short bullet-pointed speech to use**
 - **Provide incentives for them to bring a friend**
 - **Ask for their suggestions and thoughts on where good representation could come from**

Follow-up and communication are KEY

- **Relationships wither and disappear if you don't follow up**
- **Everyone likes to know that they were missed**
- **People come to meetings if they know someone is relying on them**
- **Work to remember things that people have told you**

Questions & Answers

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