



Planning for Recruitment

Use this worksheet to help your GSPC make a concrete action plan for recruiting new members.

Tips for using this worksheet:

- The easiest way to recruit new members is to use the networks of existing members and make personal invitations.
- Section A of this worksheet lets you list the groups you'd like to recruit, identify who in your group could make the invitation, and identify local neighborhood groups that could help you make contact.
- Section B helps you plan out specific recruitment strategies to use.

SECTION A: Identifying Potential Recruits

A. Who are we most interested in recruiting right now? (Use 'Assessing the Composition of Your GSPC' to help identify)	B. Do any of our existing members have a personal relationship with these individuals or some group they belong to? Who would be the most appropriate member to make personal contact?	C. Are there any neighborhood groups (e.g. churches, local organizations) we can use to help us make contact with these individuals?

SECTION B: Recruitment Strategies

Strategy	✓ If you would like to use	Action Steps When should we do this? Which groups should we target? How should we get this done?	Who will take these steps? Which members will be responsible?
Present at meetings of other organizations/groups			
Hold Community Conversations			
Visit neighborhood activities			
Hold social event (e.g. block party, luncheon, kickoff)			
Advertise the GSPC in the community			
Have a local newspaper write a feature about the work of your GSPC			
Conduct one-on-one conversations in a targeted neighborhood			
Other:			

