

Getting Participants to the Table

Application

- ▶ Language/writing proficiency and educational levels will vary. Make your application user friendly.
- ▶ Emphasize experience and hopes and dreams over formal education. Some of your applicants may feel uncomfortable with their educational level. Make it a secondary point.
- ▶ Emphasize that LeadershipPlenty® is about commitment. Make sure that applicants understand the time commitment they are making.
- ▶ Allow space for the applicants to talk about their experiences working in a community setting or with groups. Don't set the bar so high that individuals who have limited experience will not apply. LP is about equipping people for action.
- ▶ Ask applicants what they want to change in the community; what they want to keep in the community; and what they want to eliminate in the community.
- ▶ Think about the pros and cons of requesting letters of recommendation. Some people are reluctant to ask an employer.
- ▶ Consider early on how you will handle those not selected. A very small percentage of people re-apply for any type of community program.

Outreach

- ▶ Don't expect old methods of communication to work with new members of the community. You must be creative and diligent.
- ▶ Use tips in Module Nine Handout #4 "One Size Doesn't Fit All" to help you think through recruiting strategies.
- ▶ Consider language and reading proficiency as you design your recruiting strategy.
- ▶ Look for participants in non-traditional places. This is a chance for you and others to learn more about the community and the people who live in it.
- ▶ Contact all media for free advertising.
- ▶ Consider a separate recruiting subcommittee of your steering committee or partners committee. The strength of your LP program rests on your ability to identify a broad-based and interested group of participants.
- ▶ Think about offering several programs concurrently in the community. This can build momentum and encourage new relationships.
- ▶ LeadershipPlenty® will gain credibility if the process is perceived to be fair, open, and inclusive. Let those be your design criteria.

