

Don't Go It Alone! Recruitment and Retention Training Guide



This outline was written to support students organizing in their high school environmental clubs - but can provide a guide for workshop facilitators of any age.



Workshop Objective: To give student leaders additional tools and ideas to recruit and retain emerging leaders to their campaigns, projects and clubs.

Pre-Training

Gather Materials:

- Sign In Sheet
- Snacks
- Paper
- Markers
- Pens
- Tabling worksheet or script

Practice and divide roles with co-trainer

00:00 Intros (10 min)

Purpose: For students to learn about each other, and for the facilitator to review ground rules and introduce the topic.

1

Facilitator:

1. *Introduce self*
2. *Group intro question: What do you hope to get out of today? Or why did you first show up to your green team?*
3. *Go over any last minute logistics, where is the bathroom, etc.*

00:10 Why Recruit (5 min)

Purpose: For students to understand why recruitment is critical to group sustainability and long-term impact. And to introduce goal setting and recruitment planning.

Introduce and pose question to the group, give them a chance to respond, write their answers on the board.

2

When we are building an organization or a movement we need to have plans for recruitment and leadership development. So shout out the answers and I'll put them on the board,

Why do we recruit?

Potential answers include:

- *People power*
- *Seniors graduate*
- *People need to be motivated; people don't show up if you don't ask them*
- *Builds the movement*
- *We accomplish more*

00:15 Basic Principles of Recruitment Planning (10 min)

So here are some basics of recruitment planning. We can work these into campaigns and events to be more successful in reaching our goals and to have a more sustainable club.

Recruitment Drive Plan

1. Set Goals
 - a. Goals should be clear and realistic
 - b. Track progress
 - c. Make timelines and roles ('someone' is not a person and 'sometime' is not a time)
2. Break down the goals- rule of halves
 - a. Explain the rule of halves*
3. Use a variety of different methods. Remember nothing works like talking to people
 - a. Active- Tabling, class raps, one on one conversations, phone banking
 - b. Passive- posters, social media, chalking
4. Message and inclusivity
 - a. Keep your message simple. "At earth club we work to make a difference and we have fun"
 - b. Ask everyone. Don't assume because they are different than you they won't be interested.

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00:25 Making an Ask (20 min)

Purpose: For students to practice communicating their message. Provides a good midpoint in training for students to stand up and interact.

We generally don't just walk up to people and ask them to come and expect them to show up. We need to engage them authentically and think of this as an opportunity to meet and learn about new people.

4

1. Explain: Ask, inform, involve, thanks
2. Show what it looks like (co-trainers do this together, or if training alone pull someone from the training- it is best if you practice this ahead of time.)
3. Hand out tabling worksheet or a script if wanted
4. Students pair up and practice
5. Debrief practice
 - What was hard? What was easy? What surprised you?

Always share that it was hard and you were nervous when you first did this too.

00:45 Retention - The Next Step! (5 min)

Purpose: To think about what comes after recruitment

Ask group: *Someone comes once then what? What makes you stay in a club?*

Ask students to start by writing down answers on paper then sharing

Potential answers include

- Community
- It's important, their work matters
- It's fun

5

Talk about how the meeting should look and feel. What can everyone do to make a meeting or event feel welcoming for new people?

- Introduce yourself; don't talk with your friends talk to new people.
- Be interested in what new people think.
- Have everyone sign in so you can follow up with them.
- Put an agenda on the board so people know what to expect.
- Keep the meeting on time and moving.
- Explain insider knowledge without waiting for them to ask.
- Follow up later, in person, social media or email.

6

00:50 Wrap Up (15 min)

Purpose: For students to begin to process and think about how they will use the information.

Conclude the training and open up to ideas for your club.

- How do you want to include this in your work? Students can write down and share commitments for what they are going to do in their club.
- Ask if people have questions
- Ask what they think or fill out trainer feedback forms

Final Thoughts

End at 1:05

Post Training

Debrief with co-trainer. What went well with the training, what went well with each trainer? What could be improved?

**Rule of Halves*

For any event you should recruit twice as many people as your goal. If you want 50 people to attend, then 100 people have to agree to come - which means you have to talk to 200 people.