



Developing a recruitment plan

What is Recruitment?

- Reaching and bringing people who can benefit into programs and services
- Includes **locating**, **engaging**, and **motivating** individuals to access a service and/or participate in a program
- Includes providing information about the programs and services to people who can spread the word to others

Basic Methods of Recruitment

- Outreach
- Internal referrals or “in reach”
- Agency referrals (external referrals)
- Social networks
- Program marketing

6 Steps to Developing a Recruitment Plan

1. Who is the priority population?
2. Where are the appropriate places to recruit clients?
3. When should recruitment be done?
4. What messages/information should be used for recruitment?
5. How should the messages be delivered?
6. Who are the most appropriate people to do recruitment?

1. Who is the priority population?

- Who would benefit from Healthy Divas?
- What are the important characteristic(s) of the people we want to reach?
- What data is available to help us find them?



If you don't know WHO you're trying to reach, you won't know where to locate them!

Who are the different groups of trans women that would benefit from Healthy Divas?

Prioritized communities

- Transgender women
- People who engage in sex work
- People of color

Social groups

- Groups who hang out together



2. Where are the appropriate places to recruit clients?

Think about where your potential clients:

- Interact/socialize
- Live
- Hang out
- Receive services
- Meet partners
- Work

Think about factors such as:

- Confidentiality
- Safety
- Stigma
- Trust

Look in All the Right Places



- ▶ Trans-specific recruitment outreach locations
 - Street outreach
 - Pride and other community events
 - Night clubs
 - Shelters
 - Support groups
 - Other transgender service providers
 - Online and social apps

Conducting in-reach

- Review medical charts or case files
- Train organization staff to refer people to your program
- Work with clinical coordinators
- Display flyers and promotional materials in your organization
- Put information about the program on your organization's website and social media

Holding recruitment events

- Parties
- Holiday gatherings
- Job fairs
- Health fairs
- Meals

3. When should recruitment be done?

- What are the best hours to recruit?
- What venues are popular on which days and times?
- When are trans women most receptive to being approached?
- How can we schedule recruitment activities based on client accessibility?



How to approach potential participants

- Knowing when and when not to approach someone
 - Be careful not to “out” someone
- Starting the conversation
- Developing rapport
- Determining whether they are a good fit for the program

4. What messages should be used for recruitment?

- Develop and practice your spiel
- Highlight benefits of participating in the program
- Be specific about next steps, e.g. providing or collecting contact information, providing a flyer

Developing recruitment materials

- Utilize community leadership to develop materials
 - Opinion leaders
 - Gatekeepers
 - “Mothers”
 - Community Advisory Board (CAB)
- Develop logos, branding, program messaging

5. How should the messages be delivered?

- Have a variety of platforms and strategies
 - Tailor your approach to the media being used, e.g. social media, flyers
- Appealing visuals
- Written messages
 - Consider literacy levels
 - Not text-heavy



6. Who are the most appropriate recruiters?

- Staff
 - Full-time
 - Part-time
- Peers
 - Incentivized referrals
- Volunteers
 - Willing to follow protocols

Characteristics of an effective recruiter

- Good communication skills
- Understands program goals and objective
- Believes in the program (buy-in)
- Able to convey program message to potential participants
- Able to adapt recruitment message to different groups and settings
- Culturally Competent

Training and supervision of recruiters

- Safety protocols
 - Conducting outreach in pairs/small groups
 - Crisis avoidance and management, de-escalation, contingency planning
 - Incident reports
- Boundaries – personal and professional
 - Community drama and dynamics
- Non-judgmental approach
 - Acceptance of diverse identities and gender expressions

#HireTrans

- Hire local transgender women
 - Bridge between community and provider
 - Trust
 - Rapport
- Professional development
- Proper training and supervision



Monitoring and reviewing your recruitment plan

- Track and review recruitment efforts
- Staffing changes and schedules
- Changes in venues and hours