

Six-Step Recruitment Activity Design Worksheet

Step 1: Record the number of children for whom you are recruiting, and the special need they present
 No. of Children 1 Special Need (check one): Older Siblings Minority Medical

Step 2: Record the ZIP Codes for the neighborhoods in which you intend to place the child(ren)
 ZIP Code(s): 32502 (Pensacola, Escambia County)

Step 3: Review the County Matrix, and then record the target family types you intend to recruit for the children identified in Step 1. Include the ZIP Codes of where these target family types live.

Target Family Type: 9 Big Fish, Small Pond ZIP Code(s): 32507
 Target Family Type: 27 Middleburg Managers ZIP Code(s): 32501, 32502, 32503, 32504
 Target Family Type: 34-35 Small City Centers ZIP Code(s): 32502
 Target Family Type: _____ ZIP Code(s): _____

Steps 4, 5, and 6: For each target family type you intend to recruit, describe the recruitment activity you will use to recruit them. Include the message, media, and measures you will use to define the activity.

<p>Activity: <u> Professional Group Presentations </u></p> <hr/> <p>Targets: <u> Big Fish, Small Pond </u></p> <p>Message: <u> Report the facts; Report the stats; Report the probabilities; </u></p> <hr/> <p>Media: <u> Presentations at association meetings; fact sheets; "action items"; business cards </u></p> <hr/> <p>Measure(s): <u> 15% - 25% </u></p> <hr/>	<p>Activity: <u> Faith Community Connections </u></p> <hr/> <p>Targets: <u> Middleburg Managers </u></p> <p>Message: <u> "Open your heart; Open your home" </u></p> <hr/> <p>Media: <u> Church bulletin announcements; fellowship meetings; activity sponsorships </u></p> <hr/> <p>Measure(s): <u> 15% - 25% </u></p> <hr/>
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<p>Activity: <u> Community-Based Celebration </u></p> <hr/> <p>Targets: <u> Small City Centers </u></p> <p>Message: <u> "We take care of our own in this community." </u></p> <hr/> <p>Media: <u> Banners; information booth; radio and print advertising to promote event </u></p> <hr/> <p>Measure(s): <u> 2% - 5% </u></p> <hr/>	<p>Activity: _____</p> <hr/> <p>Targets: _____</p> <p>Message: _____</p> <hr/> <p>Media: _____</p> <hr/> <p>Measure(s): _____</p> <hr/>
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