

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): West Palm Beach (Palm Beach County; 33418)

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): 33418; 33412

Target Family Type: Middleburg Managers ZIP Code(s): 33417; 33415; 33411

Target Family Type: Small City Centers ZIP Code(s): 33415; 33409

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>Presentation to Association of Nurses and other Health Professionals</u></p> <p>Targets: <u>Big Fish, Small Pond</u></p> <p>Message: <u>“Bring your community together to help waiting children with Medical needs”</u></p> <p>Media: <u>Presentations; child bio w/ photo; Fact sheets, “action items”; business cards</u></p> <p>Measure(s): _____</p>	<p>Activity: <u>Community-Based Celebration</u></p> <p>Targets: <u>Small City Centers</u></p> <p>Message: <u>“We take care of our own in this Community”</u></p> <p>Media: <u>Banners, info booth; radio and Print advertising to promote the event</u></p> <p>Measure(s): _____</p>
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<p>Activity: <u>Faith Community Connections</u></p> <p>Targets: <u>Middleburg Managers</u></p> <p>Message: <u>“Open your hear; open your Home”</u></p> <p>Media: <u>Church bulletin announcements; Fellowship meetings; request permission to sponsor an event at the church</u></p> <p>Measure(s): _____</p>	<p>Activity: _____</p> <p>Targets: _____</p> <p>Message: _____</p> <p>Media: _____</p> <p>Measure(s): _____</p>
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