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 2 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): 34287 (North Port, Charlotte County); 34205 (Bradenton, Manatee 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):	34211, 34212
Target Family Type:	27 Middleburg Managers	ZIP Code(s):	34286, **34287**
Target Family Type:	34-35 Small City Centers	ZIP Code(s):	**34205**, 34207
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.

Activity: Faith Community Connections	**Activity:** Community-Based Celebration
Targets: Middleburg Managers	Targets: Small City Centers
Message: "Open your heart; open your home"	Message: "We take care of our own in this community."
Media: Church bulletin announcements; fellowship meetings; activity sponsorships	Media: Banners; information booth; radio and print advertising to promote event
Measure(s):	Measure(s):

Activity: Professional Group Presentations	**Activity:** Medical Center Recruitment
Targets: Big Fish, Small Ponds	Targets: Big Fish/Middleburg/Small City
Message: Presentations at association meetings; fact sheets; "action items"; business cards	Message: "You have the right skills to make a difference in the life of a special child."
Media: Presentations; child bio w/photo; fact sheets; "action items"; business cards	Media: Posters; POS brochure displays in waiting rooms; "brown bag" sessions;
Measure(s):	Measure(s):