

Developing a Club Recruitment Plan

Developing a new club or expanding a club takes a great deal of commitment and work. Volunteers give numerous hours to help our county 4-H program grow and continue to serve young people. If clubs wish to continue with their programs in the future, they must continue to recruit new members and leaders. This means planning ahead. Below are some suggestions that may help you developing a plan so your 4-H club will continue to grow and be successful.



Leaders

- Have a team of Club Leaders.
- Develop project leaders from second year parents. They are a great resource.
- Look for replacement leaders at least a year in advance and begin training them.
- Have leaders plan their year in advance and secure project dates and places before the year starts. This way you have a commitment.
- Make sure you have representatives at the County Council meetings.
- Work with club officers so they can lead the community meetings.

Recruitment Chairs: Club leaders and officers can select 2 parents or leaders to serve as Recruitment Chairs.

- Form a club committee made of members and parents.
- Work with your Club Leaders and officers to decide on the number of families that the club can support.
- Put together a new family orientation using handouts/parent packets.
- Choose a mentor for each new family.
- Does your club match your school community diversity make up? If not, what can you do?
 - ✓ Target the community group your club would like to reach.
 - ✓ Send or pass out flyers.
 - ✓ See what local events your target population attends. See if you can set up a booth or attend as participant and pass out information.
 - ✓ Make a contact in your targeted community and ask for their help.
 - ✓ Ask members to invite their friends from different cultures and their families.
 - ✓ Ask families from your target group to join. Many have never been approached to join 4-H.
 - ✓ Ask Spanish/other language newspapers or radio stations to announce an invitation to join your club.
 - ✓ Realize that it may be uncomfortable at first to be in a program that is predominately one group.
 - ✓ Don't give up trying!

Youth

- Help youth select projects that they can handle. Remind them that every project has meetings they must attend as well as community meetings so to take only what they can handle.
- Advise them of upcoming events and activities.
- Encourage them to read the newsletter and our website at: www.ucanr.org/soco4h

Parents

- Have them sign the parent contract.
- Go over the bylaws and have one person from the family sign to show they have received a copy.
- Ask parents to help on specific jobs (note: the calendar with sticky notes can be used).
- Tell them about the family box with files so they can pick up information at the end of each community meeting.
- Encourage them to read the county newsletter.
- Ask questions when they don't understand something in or about the 4-H program.

Recruitment Planning Sheet Check List

Answer the following questions to develop a simple written plan. Assign jobs were needed. Send a copy of the plan (by email, fax or hard copy) to the 4-H office for your club file. This way if a copy is lost we can keep it on record (optional).

- Name address, email, phone of adult chairs
- Name, address, email, phone of members
- Number of new members needed
- Number of new leaders needed in what positions
- Where to recruit new families?
 - Schools (maybe back to school night)
 - Churches
 - Community activities
 - Radio/TV/Newspapers
 - Personal contacts
 - Stores
 - Libraries
 - Display booths or windows
 - Other
- What is the time period for recruitment?
- What recruitment tools do we need?
 - Flyers
 - Written articles
 - Speaking engagements
 - Informational tables at community events
 - Posters
 - Web sites
 - Other
- Develop Budget of Expenses
 - Prepare budget to submit to club for approval
 - Turn in receipts for reimbursements
- Make Assignments
 - Conduct recruitment
 - Report back to 4-H club
- New Family Orientation
 - Date
 - Time
 - Activities/handouts
- Establish mentors for new families

