

Agenda: Recruitment Meeting/Recruitment Planner

Preparation

- The purpose of the meeting is to make a plan to recruit more teens into Keystone Club.
- Since this meeting takes place prior to the election of officers, the Keystone advisor will facilitate with the leadership and partnership of Keystoneers.
- Download the **Community Builders** resource and select an activity to open the meeting.
- Identify a note-taker to record highlights of the discussion and the team's decisions on a flip chart.
- Decide who will facilitate each agenda item, and fill in the names on **Agenda: Recruitment Meeting** (page 2).
- Print copies of the completed **Agenda: Recruitment Meeting** (page 2) and the **Recruitment Planner** (pages 3-4).

Step-by-step instructions

- Distribute copies of the completed **Agenda: Recruitment Meeting** (page 2) to each Keystoneer.
- Distribute copies of the **Recruitment Planner** (pages 3-4) to each Keystoneer, or direct them to download it on their phones.
- Use the **Recruitment Planner** (pages 3-4) to make a written record of your recruitment plan.
- Use **Conversation Starters** (page 5) to facilitate the discussion. After each discussion prompt, the facilitator should share their own ideas and invite Keystoneers and the Keystone advisor to contribute their ideas.
- Encourage all Keystoneers to participate in the planning and make notes or follow along on their copies of the planner.

Agenda: Recruitment Meeting

Date _____ Time _____ Location _____

Keystone advisor _____

Note-taker _____

Members present _____

Agenda item	Content points	Agenda item facilitator(s)
1. Welcome and introduction (3 minutes)	<ul style="list-style-type: none"> • Welcome each Keystoner to the group. • Review the purpose: to create a recruitment plan to get more teens to join Keystone Club. 	
2. Community builder (10 minutes)	<ul style="list-style-type: none"> • Start with a community builder to bring the team together and have some fun (see Community Builders resource). 	
3. Recruitment discussion and plan (35 minutes)	<ul style="list-style-type: none"> • See Conversation Starters (page 5) for help facilitating the discussion. 	
4. Reflection (5 minutes)	<ul style="list-style-type: none"> • Discuss what happened in the meeting, how it felt, what you will do differently in the future. 	
5. Recognition (2 minutes)	<ul style="list-style-type: none"> • Congratulate each other on a successful recruitment meeting! 	
6. Closing (5 minutes)	<ul style="list-style-type: none"> • Confirm the next steps for putting your recruitment plan into action. • Wrap up by setting a date and time for the orientation meeting. 	

Recruitment Planner

Step 1: Develop a strong message	
Ideas	
Final message	

Step 2: Use peer-to-peer outreach			
BGC members to reach out to	Who will make contact	By what date	How (in person or by social media)

Step 3: Post flyers		
Action steps	Person(s) responsible	Completed by
1. Write the flyer		
2. Design the flyer		
3. Make copies		
4. Post flyers in the Club		
5. _____		
6. _____		
7. _____		
8. _____		
9. _____		
10. _____		

Step 4: Host an information session		
Action steps	Person(s) responsible	Completed by
1. Create posters for party/session		
2. Get snacks and refreshments donated from a local store/organize baking party		
3. Decorate the room/space		
4. _____		
5. _____		
6. _____		
7. _____		
8. _____		
9. _____		
10. _____		

Conversation Starters

Recruitment is finding new members and encouraging them to join Keystone Club. For new or existing Clubs, engaging new members is a priority until we reach the idea size of 10 to 15 Keystoneers (no fewer than six).

Step 1: Develop a strong message

A clear and strong message is key to getting other BGC members interested in Keystone Club. In the orientation meeting, we talked about the identity of the Club, what we want to be known for, and our recruitment message is related to this.

- What are the benefits of joining Keystone?
- What's the message we want to communicate? For example: Join Keystone and make a difference.
- Which of these ideas fits our Keystone Club best?

Step 2: Use peer-to-peer outreach

Talking to peers directly, one-on-one, is the most effective way to reach potential members.

- Who are Boys & Girls Club members each of us can speak to in person or contact on social media?
- Who will make contact with these potential members?
- What's our deadline for contacting them?
- What method will we use to contact them (in person or by social media)?

Step 3: Post flyers

Posting flyers around the Club is the easiest way to attract new BGC members who may be interested in joining Keystone. Teens to target include those who take on leadership roles, those who seem interested in organizing projects, Torch Club members looking for next-level leadership.

- How can we use flyers to reach other BGC members who may be interested in joining?
- Who are other teens we can target at the Club?
- Who would like to volunteer to write the flyer, design it, make copies and post it?
- What are the other important action steps?
- Who would like to volunteer to do those steps?

Step 4: Host an information session

A "Getting-to-know-Keystone" party is a great way to draw teens to our Club; for example, a pizza party, a movie night or an outing at a fun location.

- What are some things we could do to make an information session engaging and fun?
- Which of these ideas do we like the best?
- Who would like to volunteer to create posters, arrange for snacks/refreshments, decorate the room?
- What are the other important action steps?
- Who would like to volunteer to do those steps?