



toolbox

Recruiting Diverse Groups

Participants in our community development workshops have noted four types of people who have been particularly hard to reach for attending meetings. Here are 'helpful hints' for recruiting these and other individuals to gain their involvement in community development.



Elected Officials

Ways to get me to your meeting:

- A personal invitation, visit or a phone call.
- Keep me informed of your issue.
- Send me copies of the minutes and agenda.
- Ask me for my input.
- Show me how the issue affects my district.

What you might miss if I do not attend:

- My advice/insight into local government.
- My knowledge of federal and state grants.
- Awareness of my stand on the issue and opportunity to hold me accountable for my stand.
- My support on the issue and my representation to other officials.

Youth

Ways to get me to your meeting:

- A personal invitation, visit or a phone call.
- Provide snacks/pizza.
- Invite my friends also.
- Make it fun; give me fun assignments.
- Involve me through my school.

What you might miss if I do not attend:

- A chance to develop a leader.
- My enthusiasm and fresh ideas and opinions.
- A chance to spread the word to other young people.
- My energetic contribution to your projects.

People with Limited Income

Ways to get me to your meeting:

- A personal invitation, visit or a phone call.
- Sincerely welcome me.
- Provide child care.
- Offer me a ride or hold the meeting in a close, convenient location.

What you might miss if I do not attend:

- My perspective on how to manage on a tight budget.
- A chance to challenge stereotypes.
- An idea of what people with limited income really need.
- A hard-working dedicated committee member.

Senior citizens

Ways to get me to your meeting:

- A personal invitation, visit or phone call.
- Provide transportation.
- Advertise your meeting at places I normally go.
- Promote the meeting as a way to be socially active.
- Meet in a handicapped accessible location.

What you might miss if I do not attend:

- My time for volunteer service.
- My experience, talent and knowledge.
- My knowledge of the special needs of seniors.
- My contacts in the community.
- My knowledge of the community's history.