

# Part 2: How to Recruit Social-Change Agents

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Recruiting a diverse, energetic, and motivated group of people is essential to creating positive changes within a community. We recommend that you aim to bring as many voices as possible to the table, to give your message as much power as possible when you take it to the community. Diverse members will also broaden your group's ability to think creatively and strengthen your work.

This section is designed to help you be intentional in your recruiting efforts. The activities in the first part will help you think of people across the community to recruit and attributes to look for during the recruiting process; the following tips give you more specific ways to recruit and things to keep in mind while you're recruiting for certain roles on the team (e.g., coaches, organizers, and evaluators).

## TIPS: RECRUITING MEMBERS FOR YOUR SOCIAL-CHANGE GROUP

After reflecting on lessons learned from the recruiting process at the five KLCC II sites, we took that collective knowledge and condensed it into 13 tips to guide you in recruiting your own social-change agents.

1. Develop detailed criteria or lists of characteristics you're seeking in your social-change agents and questions you would want to ask during an interview. \*See **Sample List of Characteristics of Successful Team Members** and **Sample Interview or Getting-to-Know-You Questions**.
2. Create different flyers for different audiences and brainstorm for possible places in your community to advertise your program.
3. Make application and nomination forms. Visit community centers, schools, and after-school programs to talk about your group, and leave application and nomination forms with employees, counselors, and teachers. \*See **Sample Application** and **Sample Nomination Form**.
4. Put together a fact sheet that explains your group's goals and history, as well as your criteria for participants, including the participant's time commitment. This is a great way to inform your applicants about the program. \*See **Sample Fact Sheet**.
5. Ask your personal contacts about people they know who might be interested in your group. \*Use the **Sample Nomination Forms**.
6. Send flyers, application forms, and nomination forms to listservs, community groups, and all contact lists. Nomination forms are especially important when you recruit young people. Nomination forms allow adults and young people to identify others they believe can be change agents in the community and honor them with a nomination. The nominee then feels a greater sense of responsibility toward the organization, cause, or group.

7. As you receive responses, schedule interviews or get-to-know-you conversations with all applicants. Make sure they have a strong sense of your program. Your fact sheet can be a big help here.
8. Try to ensure that the interview or recruitment committee represents as broad of a range of voices from the community as possible. Also, avoid formal interviews. Casual interviews or conversations help everyone feel more comfortable and able to relate more easily. Remember that the interview is your opportunity to get to know your potential participants and, in turn, their opportunity to ask questions about your group.
9. During your interviews, ask how the applicants heard about your program and whether they know anyone else who might be interested in the group.
10. Follow up with applicants no longer than a week after their interview, or give them the exact date when you'll notify them. It's hard for them to be left without an idea of next steps.
11. Don't feel that you have to accept everyone into the group; however, know that many people will have skill sets that are not immediately apparent in an interview setting. Young people especially might not feel comfortable opening up during a first meeting, so it's helpful to include them in the conversation or interview. Creating a safe space is crucial. \*Refer to the **Gift of Gracious Space** activity in Section 4.
12. Once you've chosen your group's members, invite them to an informal community event so that everyone can meet. We've found community dinners to be successful. \*Section 5's **How to Host Successful Community Dinners** contains tips on how to do this.
13. With the bulk of the recruitment process behind you, remember always to be on the lookout for people who exhibit your desired characteristics. Your group's participants will move, leave for college, or drop out of the program, and you'll want to fill their place. Also keep in mind that, after your initial recruiting, your criteria for applicants might change. Furthermore, your whole group can now be involved with recruitment and interviewing. \*For more info about transitions within your group, see **Transitions in the Organizing Team** in this section.

## SAMPLE LISTS AND FORMS FOR THE RECRUITMENT PROCESS

### Sample List of Characteristics of Successful Team Members

We're looking to recruit team members who share the following interests and demonstrate the following characteristics:

- A demonstrated commitment to leadership roles on behalf of children and youth;
- A proven track record for making things happen in your school, community, or other organization;
- A likely ability to make a long-term contribution to high-quality education in your community;
- An ability to work with people from diverse backgrounds and those who may hold approaches and perspectives different from your own; and
- A willingness and ability to make an 18-month commitment to full and regular participation during the implementation of this initiative.

## Sample Interview or Getting-to-Know-You Questions

Candidate: \_\_\_\_\_ Interviewer: \_\_\_\_\_ Date: \_\_\_\_\_

1. What is the greatest gift you have ever received (or given)?
2. Tell us about a positive relationship you've had with a young person/adult – the characteristics, dynamics, and roles of that relationship, and what eventually happened.
3. What people in your life do you respect, and why?
4. What is an important issue in your community that you feel is unjust or unfair? Have you attempted to change it? How and why? (If not, why not?)
5. What are some experiences you've had in the community that you would like to share with us? (Activism, school, work, etc.)
6. What does your schedule look like? Can you give a 2-year commitment to this program? What might prevent you from doing that?



## Sample Application

We are seeking 20 YOUNG PEOPLE (ages 13–24) and 10 ADULTS (ages 25+) with the following qualifications:

- Able to dedicate 5–10 hours per month
- Have a connection and investment in the Latino community
- Live in the greater Denver area
- Demonstrate a desire to work in equal partnership with youth and adults

*The vision of this program is threefold. We aim to develop diverse, non-traditional community leadership; mobilize collective action to improve local conditions and quality of life within the community; and create and realize a shared vision of a Just Community (as defined by the participants).*

Please provide your contact information below.

Name

Circle One: Youth 13–24 Adult 25+

Address

City State

Zip Code

Telephone

Email

Please use the back of this form to answer two of the following questions:

- If you could change anything in the world, what would it be, and why?
- What is an issue your community faces? How would you fix it?
- What is your experience working with youth and/or adults?

## Sample Nomination Form

We are seeking 20 YOUNG PEOPLE (ages 13–24) and 10 ADULTS (ages 25+) with the following qualifications:

- Able to dedicate 5–10 hours per month
- Have a connection and investment in the Latino community
- Live in the greater Denver area
- Demonstrate a desire to work in equal partnership with youth and adults

*The vision of this program is threefold. We aim to develop diverse, non-traditional community leadership; mobilize collective action to improve local conditions and quality of life within the community; and create and realize a shared vision of a Just Community (as defined by the participants).*

Please provide your contact information below.

<b>Name</b>	<b>Relationship to Nominee</b>
<b>Address</b>	
<b>City State</b>	<b>Zip Code</b>
<b>Telephone</b>	<b>Email</b>

Please provide the following information about the nominee:

**Name** \_\_\_\_\_ Circle One: **Youth 13–24** **Adult 25+**

**Reason for nomination**

*\*Please use the reverse side if you need more room.*

## Sample Fact Sheet

**Vision:** *Value and build youth-adult partnerships to advance just communities.*

The vision of this program is threefold. We aim to develop diverse, non-traditional community leadership; mobilize collective action to improve local conditions and quality of life within the community; and create and realize a shared vision of a Just Community (as defined by the participants).

**Fellowship:** *The Fellows are young people (ages 13–24) and adults who volunteer to spearhead change in our community.*

- What is a Fellowship? This fellowship brings together an intergenerational group with diverse backgrounds, experiences and interests with the common goal of promoting and nurturing collaborative leadership and community change. Throughout the program, Fellows develop an intricate understanding about the interpersonal relationships within the program, organization, community, and public. The Fellowship is, in essence, a training ground for community leaders. Through their relationships within this group and with the greater community, Fellows learn about social justice issues, networking, planning, organizing, how to conduct research, and, ultimately, how to effect change in the world.
- What is the program's duration and compensation? This is a 2-year, volunteer-based program. The number of hours will vary as projects become more defined, but we anticipate that Fellows will need to dedicate 5–10 hours per month to the program. Compensation will come in many forms, including food, activities, and travel.

Seeking: We always welcome new members.

We look for members who are...

- Interested in creating change in the community;
- Able to meet twice a month, evenings 5:30–7:30 pm;
- Able to attend our National Gathering in June 2007; and
- Able to commit to the program through October 2007.

**Contact:** *Please direct interested parties to...*

**Resources:** *[www.klccleadership.org](http://www.klccleadership.org)*