



Recruitment & Engagement Strategies

EDD 764

Purpose

To holistically guide recruitment efforts for Volunteers and the Board of Directors

Project Liaison

Executive Director

QB

Consultancy

Recruitment Goals

Volunteers

Evaluate your current volunteer opportunities

- Ask yourself do the current time, locations, and dates work for certain groups of people.
- You can find out by surveying and hosting town halls to get a better understanding.
- Develop and grow long-standing volunteers as Community Ambassadors.

Highlight existing volunteers

- Do a monthly volunteer raffle and display the winner(s) on social media, TC website.
- Host an annual volunteer appreciation event.
- Recognize longstanding volunteers, milestone awards, pins, and certificates.

Collaborate with other organizations

- Invite organizations to sign up for a day of service at TC, and vice versa.
- Share/repost other organizations' social media posts (awareness of TC to different audiences not captured by TC outreach alone).
- Host quarterly open house of TC and invite the community to come and learn.

Establish Community Ambassadors

- Ask yourself where you are lacking representation and be present at community events.
- Be intentional and be engaged in the communities you represent and want to represent.

Recruitment Goals

Board of Directors

Review and evaluate board bylaws with a BeAJEDI lens

- Look at existing policies that could be potential barriers or obstacles for potential people to join the board.

Reach out to long-standing volunteers

- Talk to long-standing volunteers and engage them about potential board service.

Attend community events

- Show a presence at community events where you are lacking representation. Use the opportunity to recruit for board service.

Allow for community members to join TC events

- Allow outside organizations to be guests/ join board committees and board meetings. Peak interest in TC board service.

Create quarterly gatherings at TC

- Host info nights to invite potential board members to learn about TC
- Create mingling and network events outside of TC to bring awareness to TC

Community Ambassador Session Example

When Tidy Communities (TC) engages communities, inequities may shape the conversation and risk the creation of meaningful relationships and impact (Chicago Beyond, 2019). Those dynamics take shape in which Community Members are included in the session, unequal information regarding the issues, unequal ownership of solutions, and who narrates the story of the community.

To acknowledge and dispel these power dynamics, this engagement session guide determined several principles for the Community Ambassador to embrace throughout the activities.

Principles



Relationships

- Trust, intention, and follow through create groundwork for meaningful interactions
- Engaging community members is an ongoing commitment



Co-ownership

- The mission of TC creates expectations for the work that happens
- How that work happens can be collaboratively shaped with community members



Equality

- Every voice in the session holds value and a unique lived experience
- Information should be readily shared with all stakeholders



Co-authorship

- Each community holds their own story to tell and a right to tell it in their way
- TC brings together what is known from data and what is shared from the community

Introductions and Ground Rules

Kicking off the session will be introductions from the Community Members and Community Ambassador. Participants should be given an opportunity to introduce and share something about themselves with the group. This can be aided with a prompt such as "how long they have been in the neighborhood" or a "fun fact".

The Community Ambassador should go last in introductions, as what they present will shape the conversation. The mission and any funding-driven requirements of TC should be shared. Specific details, such as the level of illegal dumping in this community, should not be given during this part of the session.

Setting the stage for how the group will engage with one another, the Community Ambassador will help in the creation of Ground Rules. These are agreed upon values and expectations the group will follow for all of their sessions together. These should be displayed as the group is deciding, such as with a dry-erase board. Once established, the Ground Rules should be displayed at each session. Opportunities should be given to revisit and revise Ground Rules when necessary, but especially when a new member joins.



Sample Ground Rules

Every voice has value

No interruptions

Active listening

Respectful disagreement

Facilitated Conversations

The Community Ambassador should begin topic-driven conversations among Community Members. The purpose of these conversations is to act as an exchange of information and work towards action-oriented steps.

While the Community Ambassador will set the direction of the discussion topic, they should not dictate the discussion. They should work to synthesize what is shared during the session. Prompting questions can be given to aid in the conversation, such as "what are your thoughts on [topic]?" or "have you considered getting involved in [topic]?" When sentiments are shared and discussion among participants, the Community Ambassador should then share any untouched-upon, relevant information. An example of such information could be "we found this community has the most illegal dumpsites." When appropriate, space should be given to discuss.

Tools can be used to ensure every voice is heard during the session. One example is using sticky notes and markers. Once the topic and prompt are given, have participants take a moment of silence to write out their thoughts. Then place them on the wall for display and discussion.



Suggested Discussion Topics

Illegal Dumping

Gentrification Risk

Community Activism

Community Story

Bringing it all together



The Community Ambassador should synthesize insights across conversation topics to work towards understanding of how everything comes together for next steps with this community. Several conclusion points may assist in that development.

Work of TC

Knowing where these issues are most prolific in [redacted] County. Working to reduce the amount of waste in those communities and account for the affordability impacts these actions may have.

Community Ambassador

Designating a member of TC to serve as the point of contact for this community. This should be the person facilitating their sessions and someone they see when TC comes into the community.

Community Partnership

Establishing that TC seeks an ongoing relationship with Community Members and their engagement in the Work of TC. How this takes shape may vary by community.