###### Appendix C-Questions to Consider When Planning a Recruitment Strategy

Individuals of Interest

* What functions will members have to execute during the service term?
* What are the skills necessary, preferred or desired for members?
* What are the qualifications necessary, preferred or desired for members?
* What are your program’s expectations for members?
* What additional applicant characteristics will be considered during the selection process (e.g. education, life experience, attitude, [temperament](http://www.merriam-webster.com/dictionary/temperament), potential, motivation, etc.)
* What are the best recruitment strategies that can be used to attract individuals with the qualities your program seeks?

Means to Reach AmeriCorps Applicants

* Where is your program likely to find concentrations of potential applicants you are interested in recruiting?
* What events can your program partake in that already exists (e.g. career fairs, expositions, conferences, festivals, community days and local occasions)? What are the costs to register, attend and/or recruit at these events?
* What community partners can your program work with to improve recruitment?
* What are the anticipated travel costs?
* What is the estimated amount for incidental costs?
* Are there social media or online outlets that should be utilized to reach your program’s target applicants (Facebook, You Tube, your organization’s website, My AmeriCorps, etc)? Your CCCS Information Officer can be a useful resource to discover ways to incorporate social media and online outlets.

Materials

* What materials are needed (i.e. informational pamphlets, flyers, position description handouts)? If there is a cost involved, what is it and does it fall within your approved budget?
* Who will create your program’s materials? How much will the services rendered by external individuals/agencies cost?
* Are alternative formats are needed? If so, how much will they cost?

Note: The Corporation for National and Community Service provides free Information (brochures, posters, impact kits, etc.) about AmeriCorps and AmeriCorps State that may be useful in recruitment. These documents can be viewed and ordered at<https://pubs.nationalservice.gov/>.

Individuals Responsible for Effective Outreach

* Who is the point person for member recruitment in your organization? What are his/her roles and responsibilities?
* Who will provide a supportive role in recruitment and to what extent?
* How much staff time and funds will be dedicated to recruitment?

Timeframes

* What date do members need to start the program year?
* How much time will the recruitment campaign take? When will your program be ready to start recruiting? When will the campaign start and end?
* How much time will interviews take to complete?
* When will orientation sessions begin?
* How much time does it take for a member to start service after being selected?