

# WORKSHEET

## Planning a Recruitment Campaign

Use this form to think through who and how you will recruit new members onto your Management Committee.

### What is the Role?

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(e.g. Management Committee member)

### Who should you target?

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(i.e. consider the diverse range of individuals available who would make good Management Committee members AND the skills and knowledge you're looking to bring to the Committee)

### Why are people attracted to your group/organisation? What is your unique "selling" point that inspires people to want to be involved?


(note: most individuals join a Management Committee either because of its 'good cause' or because they want to be more involved in their community. What makes your organisation and its work attractive? How will you communicate this to attract new Committee members?)

### How will you reach your target audience? What methods are appropriate?


(i.e. will you write to your members and user groups; distribute flyers; organise a special event? What is the best way to attract the type of individuals you're looking for, for example, those with specific skills, or a more diverse Committee?)

### Action Plan:

<i><b>Actions to be taken:</b></i>	<i><b>Who responsible:</b></i>	<i><b>When (due date):</b></i>

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