

## SECTION 25: RECRUITING

This section provides guidelines to help you recruit participants into your ARES group.

Once you complete this section, you will be able to prepare and plan a recruitment campaign.

### PREPARING FOR RECRUITMENT

Before you go out looking for new recruits, consider taking the following steps to ensure that your recruitment efforts are successful:

- Prepare training and documentation that is friendly and accessible.
- Put up a website or webpage that can be used during recruitment to deliver key information and drive interest.
- Create an invitation letter that you can send out to prospective participants.
- Identify amateur licensing and certification options in your area (to aid those who may be interested in participation but are not yet licensed).
- Define a ‘vision’ of participation that includes as many people as possible.
- Be clear about expectations and the ‘ARES experience’.
- Map out a simple, clear process for interested parties to get more information and register.
- Identify any requirements for CPIC or background checks on the part of your served agencies.
- Design (in consultation with your served agencies) identification badges that will be issued to participants.
- Draft a training and meeting schedule that will provide a consistent level of activity during and after your recruitment campaign.
- Identify media points of contact for press releases and news story pitches.

## PLAN YOUR RECRUITMENT CAMPAIGN

When planning your recruitment campaign:

- Review the database of licensed amateurs (available from the RAC website) to identify callsigns, names and addresses in your operational area.
- Create a schedule of hamfests in or near your operational area.
- Create a schedule of meetings for ham clubs in or near your operational area.
- Search for message boards and websites frequented by amateurs in your region.
- Consider recruiting from other volunteer organizations and clubs.
- Consider offering information briefings at workplaces, schools, colleges, community centres, and other venues.
- Create a membership database to track participant registration. Include categories for skills, availability (time of day, day of week, month of year), special restrictions, license class, etc.
- Identify key topics, events or persons who could be leveraged with the media to generate stories that will increase public awareness of amateur radio, ARES, or your specific group.