

Recruitment Ideas

Robust recruitment plans include a combination of *large-scale outreach strategies* and *advertising strategies*, as well as the foundational strategy of *personal invitations*. Look at the lists below and choose at least one outreach strategy and one advertising strategy that you would like to try.

Foundational Strategy

- **Personal invitations and word-of-mouth**

Large-Scale Outreach Strategies

- Publicize at student **welcome events** (e.g. host a table, distribute flyers, etc.)
- Host a table at **organization fairs**
- Set up a **display table outside of a major class**
- Talk to new students during **orientation days** (ask school admissions counselors for permission)
- Hold an **interest meeting** where NCF is explained, questions are answered, and planning takes place
- Host a **fun social event** that the whole nursing school is invited to

Advertising Strategies

- Make an **announcement at end of class** (ask professor for permission)
- Try an **all-student e-mail broadcast** (if allowed by school)
- Send an e-mail through a pre-nursing advisor to all **pre-nursing students**
- Use **social media** (e.g. posting on class Facebook groups)
- Put up **posters on bulletin boards** in areas where students study
- Advertise NCF at **SNA meetings** (be sure students know the two organizations are not competing against one another)