



Intentional Recruiting Guidelines

IPS Toolkit: Community Organizing



Any individuals or groups that express an interest in actively supporting project goals and activities can be of value to a project. In addition, it is usually necessary to seek out additional partners and these guidelines can be used to focus resources on intentionally engaging partners that will be of maximum value to advancing project goals. Once potential partners are informed about the issues, the environmental approach and the project's goals, it is valuable to determine the following before requesting their participation:

- **SUPPORT**

Is the person or group willing to support the environmental approach to prevention?

- **ADVOCACY**

Is the person or group willing to advocate for change and how can they most effectively do this?

- Media advocacy (authoring letters to the editor/opinion pieces, being a media spokesperson, etc.)
- Policy advocacy (meeting with or contact policymakers, developing and collecting signatures on petitions, adopting and releasing position papers/statements, etc.)
- Community organizing (recruiting other community groups or individuals to participate in advancing the goals of the project, presenting to community groups, etc.)

- **INVOLVEMENT**

What level does the person or group want to be involved in advancing the goals of the project?

- **Heavily Engaged:** Will take on a leadership role in advancing the goals of the project (i.e. help with planning, recruiting and data collection; attend advocacy trainings and regular coalition meetings; or take on specific tasks such as facilitating coalition meetings, producing meeting summaries, updating and distributing information via listserv; developing and managing a coalition website) and other activities identified below.
- **Moderately Engaged:** Will participate in activities that take a finite amount of time at critical moments (i.e. serve on an advisory council that meets quarterly, attend a media advocacy training and subsequently participate in press conference, author a letter to the editor or be interviewed by a reporter, show up to speak at a city council meeting; make phone calls to policymakers) and other activities as identified below.
- **Minimal Involvement:** Is interested in the issues and wants to be kept informed and plug into activities when they have time and it fits with their agendas or are compelling to them (i.e. receive and forward updates from a coalition's listserv, send emails to policymakers periodically, post relevant news stories on their social media accounts, sign petitions).

IPS's Toolkit consists of a suite of tools to assist advocates, community groups, prevention practitioners, and policymakers in achieving community transformation. IPS's tools are for practical application in the field, supporting all functions necessary for creating community-level change: Research and Data, Media Advocacy, Community Organizing, Policy & Systems Change, and Sustainability.

- **INFLUENCE**

What kind of influence does the person or group have on the community or sectors of the community?

- **COMPETING AGENDAS**

What competing agendas will influence the person or group's involvement in advancing the goals of the project?

- **HINDERENCE**

Could the person or group hinder the goals of the project in anyway?

These things can usually be determined through one or more informal, person-to-person conversations with the individuals or the leadership of a group. Understanding and intentionally inviting people that are willing to actively support the goals of a project will help keep it on track and moving forward.