![MC900435791[1]]()

**Please Join Us**

(Insert coalition name) needs your community expertise to guide our work for (insert year)!

Come and assist us, as we engage in a recruitment planning process to enhance the success of our coalition’s tobacco prevention and control work.

**Date:**

**Time:**

**Location:**

**RSVP by (insert date)**

**Please read the attached information sheet with additional details.**

Any questions, please contact (insert coalition coordinator, phone number and email address)

**Information Sheet for Strategic Recruitment Planning**

**What is it?**

In order to be most effective, coalitions need to grow and change along with the communities they represent and the goals they set. Strategic recruitment planning is a method that enables coalitions to be deliberate in their recruitment efforts based upon their connections within a community and utilizes the concept of “power mapping”. Power mapping is a process that creates a visual map of networks between individuals and agencies in a defined community.

**Why are we doing it?**

Networks of relationships are critical resources that we need to tap into to solve the challenges ahead in tobacco prevention and control. Power maps can reveal avenues of influence available to a coalition.

**What do I need to do to be prepared?**

Think about *(insert community name)*.

* What businesses, organizations and individuals have influence in *(insert community name)*?
* What motivates these individuals or influences their views?
* What major initiatives are those businesses, organizations and individuals involved with?