

FACT Recruitment Tips

Members are the lifeblood of FACT. Without them there wouldn't be a FACT. Below are the top 5 strategies local adult advisors have used to successfully recruit new members.



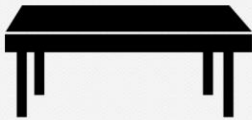
FACT members are the BEST recruiters. Friends recruiting friends has been the best way to increase membership. Challenge (with incentives if you can) your youth to bring a friend to your next meeting and see your numbers rise.

Presentations not only allow members the chance to deliver the FACT message, but to recruit as well. As a bonus...youth gain confidence along with valuable communication and public speaking skills.



School and community partnerships go a long way with recruiting new members. They open the door for you and your group's members to a wider variety of youth-serving clubs and organizations. These partners can provide access to the youth they serve. In exchange, FACT can offer skill building that is transferable to their other current leadership roles along with their future education and career goals. Who knows, you might even recruit an adult or two to join the adult tobacco-free coalition as well.

Food and beverages will bring youth to your meetings. Many FACT meetings take place during lunch or after school. Provide a snack for them and you've given them a simple reason to check out what FACT is all about. Once they are there, make sure your members make the new youth feel welcome and engaged.



Have your current members plan and host a recruitment event. Whether you join a preexisting event such as freshman orientation day, a wellness fair, school club registration or create your own, the more current FACT members you put in front of other youth, the greater the chance you'll increase your membership.

Extra Recruitment Tips

- Focus on what FACT can offer youth. Make it worth their while to join.
- Use FACTivisms as a way to have new youth volunteer and help out.
- Always have FACT new member recruitment cards with you.
- Go where the youth are and recruit there.
- Ask current members how and why they joined and repeat it.

