SAMPLE RECRUITMENT PLAN FORMAT:

Territory Assessment
• Age and income averages of the people in this territory
• Where the populations of eligible seniors lives
• How many people are there
• Any geographic separations

Target Audience
• Are there pockets of older people in this territory?
• Minority populations?
• Veteran outreach centers/services?
• Persons with disabilities?

Need
• Are there particular counties that need targeting based on ED?
• Are there particular counties that need targeting based on demographics?

Locations
• What cities/towns/local communities will you need to target for this effort?
• What types of locations within those towns match the potential target audiences (for example: churches, dollar stories, one-stops, welfare offices, etc.)

Tools
• What materials are needed to reach the above audiences?
• What specific messages might be developed to target their needs?
• Are their other methods that might help reach this target audience (for example: PSAs, advertising, etc.)

Communication Methods and Frequency
• What specific actions will be taken each week for recruitment. (for example: visit 3 churches in town XX and distribute fliers in week one)

Tracking/Timelines
• Record of who was contact, by whom, how and when
• Determination of what was the result

Any plan should include the following – format is up to you:

<table>
<thead>
<tr>
<th>Where</th>
<th>What</th>
<th>Tools/activity</th>
<th>Who</th>
<th>Planned</th>
<th>Accomplished</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>XX Church</td>
<td>Distribute flyers</td>
<td>Customized flyers</td>
<td>(name)</td>
<td>(date)</td>
<td>(Date)</td>
<td>(Effective or not?)</td>
</tr>
</tbody>
</table>