

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 stores, 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:

Where	What	Tools/activity	Who	Planned	Accomplished	Results
XX Church	Distribute fliers	Customized fliers	(name)	(date)	(Date)	(Effective or not?)