

RECRUITMENT TIPS A TO Z

A - ASK!

People can't get involved if they aren't asked. Please talk to your family, friends, coworkers and others, and ask them to join your team or volunteer with you at the event.

B - Build Relationships!

Keep in touch with team members throughout the year. Consistently engaging with your teammates year-round, whether by sending cards for a special occasion or meeting up for a coffee, will help keep members connected and committed.

C - Create Opportunities

Don't have a reason to connect with team members? Schedule a Virtual Meeting to create one. Even a phone call can help keep the momentum going.

D- Driving Distance

Make it easy for team members to stay connected by holding online get-togethers that are convenient for everyone.

E - Empower Team Members

Encourage team members to take initiative to recruit new members to your team. Hold a brainstorming session to strategize ideas for engaging new members.

F - Follow Up

After making initial contact, be sure to always follow up! Keep an ongoing list of potential contacts, and make sure to "close the loop" on any initial conversations.

G - Get Excited!

Try to think about recruiting teams not as hard work, but as making new friends. The sincere investment of both your time and energy will motivate others to become involved and to form a team, too.

H - Hold On

Keep an eye out for individuals who are passionate and vocal about the cause. Grab hold of these people and invite them to be on your team.

I - Incentives, Incentives, Incentives!

Give team members a reason to recruit others. Offer a small incentive that might motivate a team member to encourage a friend or colleague to form a team. Prizes can be simple and fun, like an offer to cook and deliver breakfast or dinner to their home.

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J - Just Ask!

Make phone calls and utilize email and social media posts. Ask schools, companies, stores, clubs, student groups and places of worship!

K - Keep Asking!

Don't be afraid to ask again. Send a note or make an online post about the event to all those interested in the cause.

L - Learn

Learn more about the epidemic and the ways in which it affects your community, both currently and historically, in order to help educate and persuade people to join your team. Knowledge is power, and the more you can educate others on the impact, the more likely they will be to say yes to joining your team.

M - Motivate

Everyone needs a little motivation to take action every now and then. When asking people to join, be sure to explain why you would like their support and talk about the importance of fundraising to help save lives.

N - Never be afraid

Team members are often grateful for the opportunity to get involved in Team AID Atlanta events, and they will thank you for the experience.

O - Offer Support

Offer unending support to those who join you. Make sure everyone feels appreciated and knows they can reach out to you any time they need support or guidance.

P - Paint the Town Red

Display Team AID Atlanta posters and palm cards along with HIV/AIDS information throughout the community.

Q - Quit Saying "It Won't Work"

Never allow this statement at a team meeting! Remain committed to coming up with a variety of solutions and ideas by brainstorming alternatives, while keeping an open mind and remaining flexible to adjust as necessary.

R - Recruit

Be on the lookout for potential Team recruits everywhere you go.

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S - Share

Keep up with Team AID Atlanta on social media for the latest info and updates on Facebook, Twitter and Instagram pages. Share that content to your networks to help get the word out. Together, we can raise awareness with the power of social media.

T - Teach

Teach new team members how to help you to recruit others. Provide information about Team AID Atlanta, and give them some ideas for how to recruit others.

U - Use Promotional Materials and Publicity

Be sure to use promotional materials available in the toolkit, as well as find ways to publicize information about forming a team, to help get the word out that you're recruiting!

V - Vary Meeting Times

Vary your recruitment approach, using all available channels, from digital platforms such as social media and email, to more traditional methods such as print media, snail mail and in-person interactions and meetings. The more opportunities and methods you can use to help get the word out, the better!

W - Write Often

Send information about Team AID Atlanta to large groups, hospitals, clubs, companies and places of worship, and ask them to include a blurb in their newsletter.

X - "Xamine" Your Attitude

Maintain a positive outlook. Others will be inspired by your optimism and be more likely to join your team.

Y - Yell

Yell "THANK YOU" to anyone who joins your team. Recognition goes far in validating team members and keeping them energized to continue doing more in the fight to end HIV/AIDS!

Z - Zero In

Don't forget about clubs and organizations that might not be mainstream. Quilters, crafters, farm market councils, etc. are usually already attending fairs and fundraisers to help promote and share their interests. Ask them to promote Team AID Atlanta as well!

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