



Recruitment and Retention Planning Tool

In order to recruit and retain the attention of young people and their parents, you may need to utilize a variety of methods: incentives, word-of-mouth, flyers and ads in the local paper, popular communications technologies, social media, presentations at places where youth like to gather. Use this document to plan strategies to help you ensure you recruit and retain the minimum number of youth you have targeted to participate in your program. It is also recommended that you reference the *Tips for Participant Recruitment and Retention* for proven effective methods of recruitment and retention.

Recruitment: How will you get youth to participate in your program?

Here are some standard considerations you should begin to think through as you plan how to recruit teens:

- Who is your target audience? Consider age, race/ethnicity, gender, location, and risk behaviors.
- Where do these youth gather?
- How do these teens prefer to receive information about community events/opportunities?
- What kinds of advertising gets the most response from youth in your community?
- Are there agencies/organizations in the community that already serves your target audience and would allow you access to them on a regular basis?
- What other programs are running in the same vicinity who may be recruiting the same youth?
- How could you reach parents to help recruit their teens?
- Are there other programs in the community that might be recruiting the same teens? If so, how could you make your program stand out?

Retention: How will you keep youth in your program?

Here are some standard considerations you should begin to think through as you plan how to retain teens:

- What kinds of experiences do youth need to remain engaged in a voluntary program?
- What kinds of incentives would encourage youth to come back regularly?
- How could you maintain excitement for the program?
- How could you celebrate teens who complete the whole program?
- Could you involve parents in your retention efforts?
- How do you define "retention" for your program? (i.e., how will you measure whether teens have been retained?)
 - Remember, each youth participant should attend at least 80% of your program sessions.



Complete the Recruitment and Retention tables below for each program you are implementing. Add lines as needed to ensure your Recruitment and Retention plan is thorough. Update each table regularly in order to add new strategies and to document progress.

Program:						
Target population:				Target number of youth to be served:		

Recruitment							
Goal: To ensure the minimum number of teens are recruited for the Evidence Based Intervention.							
Recruitment strategy		Action steps		Person responsible	By when	Resources needed	Status
Possible <u>barriers</u> to recruitment	Strategies to overcome those barriers	Action steps		Person responsible	By when	Resources needed	Status

Retention							
Goal: To ensure the minimum number of teens are retained for the duration of the Evidence Based Intervention.							
Retention strategy		Action steps		Person responsible	By when	Resources needed	Status
Possible <u>barriers</u> to retention	Strategies to overcome those barriers	Action steps		Person responsible	By when	Resources needed	Status