

Sample recruitment plan for a large event

4 Weeks out

- **This week you will hit 125% of your recruitment goal** (because you want to recruit twice as many folks as you want at your event)
- Come up with a goal of how many folks you want at your event and set a goal of recruiting twice as many people – this allows for a 50% show rate which is typical.
- Call folks that regularly attend events and ask them to both attend the event and take a role within the event. Here are some sample roles people can take: Recruitment Coordinator(s), Logistics Coordinator, Materials Coordinator(s), Media Coordinator(s), Speaker(s), etc.
- Contact local allies and ask them to both participate in the event invite their networks.

3 Weeks out

- **This week you should reach 150% of your recruitment goal**
- Have your Recruitment Coordinators hold a weekly phone bank party between now and the week of the event. People can have fun with this by making it a potluck or serving pizza. The goal will be to get at least three to five people calling local supporters for around 30 minutes to an hour a week.
- Follow up with the local allies that have agreed to invite their membership to see how their recruitment is going.
- Check your local papers to see if they have a free community calendars.

2 Week out

- **This week you will reach 175% of your recruitment goal.**
- Your Recruitment Coordinators should hold their second of three phone bank parties with the focus still being on initial recruitment.
- You should work to complete your recruitment goal through this week's phone bank party
- Look for community bulletin boards to post fliers of your upcoming action. (Note: Fliers don't naturally produce high turnout, but do produce some additional attendees)
- Continue follow up with allies

Week of

- **At the beginning of this week, you will reach 200% of your recruitment goal.**
- Phone bank party should consist of calling folks that have already said yes and reminding them to attend the event (along with directions, asking for additional last minute help, etc)
- When doing reminder calls, ask folks if they can bring friends/family to the event
- Find out from allies what their final turnout expectations are. Have them send a turn-out blast.
- Bring sign in sheets to your event so that you can be sure to invite the attendees to your next event!