

A Quick Guide on Youth Recruitment



Recruiting youth is an essential part of youth engagement. A healthy youth-adult partnership can be established by using techniques and approaches that are culturally appropriate and use positive youth engagement practices.

Meet Youth Where THEY Are

- **Partner with existing youth-serving organizations and agencies**
 - Boys and Girls Club, Friday Night Live, YMCA, and local youth serving organizations.
- **Place ads in places where youth gather**
 - Farmer's markets, the mall, coffee shops, boba shops, local Youth Council, YMCA, volunteer-centered clubs, and other after school programs.
- **Create an engaging presence on social media**
 - Tik Tok, Instagram, Twitter, and Facebook
- **Find a way to connect your work to:**
 - Social Justice, environmental justice, families, and community values
- **Take part in community events**
 - School activities, sports events, health fairs, club sign-ups



Provide Youth-Minded Convenience

- **Be flexible and make considerations for:**
 - Internet barriers, access to food, transportation, school schedules, and also family obligations. Consider your capacity to reimburse youth for travel costs
- **Recognize and respect a young person's time**
 - Youth who join your coalition may already be involved in other activities like sports, clubs, and other groups
 - Be mindful and understanding that sometimes the coalition cannot be their priority
 - Be efficient and effective with your meeting time. Plan accordingly and be intentional about wanted outcomes.
- **Make meeting spaces accessible**
 - Places should be easy to find and reach and inclusive for all physical capabilities
- **Provide options**
 - Offer multiple meeting times
 - Make use of polls and votes
 - Provide reminders and follow ups
 - Offer online meeting spaces



Offer Incentives

- **Non-monetary incentives**
 - Access to memberships and organization-paid subscriptions
 - Access to event, trainings, and professional development
 - Letters of recommendation
 - Opportunities for meaningful youth-led change and professional development
- **Monetary incentives**
 - Usually limited to \$50 per youth participant
 - Gift cards
 - Tickets to events
 - Field trips and conferences
- **Collaborations**
 - Work with school staff and teachers to offer extra credit and community service hours
 - Work with businesses for donations



Be Community-Centered

- **Keep communication, expectations and opportunities Clear**
 - Celebrate accomplishments, checkpoints, current projects and new activities.
 - Community agreements and frequent opportunities for team building and connection help to build a strong sense of belonging.
 - Offer professional development, education and community engagement opportunities.
- **Make space for broader discussions**
 - Listen to the issues your youth bring up about their community and create space for collective efforts to address them. Even if they are not tobacco related.
- **Peer engagement is essential!**
 - Youth are just as interested in finding new friends and opportunities as they are in being involved with their community.
 - Create frequent opportunities for youth to connect with like-minded peers.



9 Tips on Making Recruitment Materials

Introduce Yourself

Be sure to include the name of your coalition, the name of lead coordinators, as well as any major agencies you work with. Doing so helps to legitimize your group and allows you to be researched.

Show Them Who You Are

Having an image of your group provides an instant connection. Youth will be more likely to engage with your material if they feel they can relate to the people and activities being portrayed.

Include Testimonies or Memorable Moments

Offering testimonies of coalition members or a short mention of accomplishments is a powerful way to express some of your coalition values. When youth can relate to these experiences or aspire to them, they will more likely want to join your cause.

Create a Positive Vibe

Youth are more likely to engage with your flyer if it provides bright and bold colors and connects with positive emotions. However, do not let your colors or design distract from the information.

Include An Ask

Provide one instruction, such as "Give us a call," "Find us on Instagram," or "Join today!" Whatever you choose, be sure to provide an easy and clear way to follow through.

Mention Your Expectations

It helps to state some basic expectations right from the start. Let them know whether you meet in person or online and how often you meet. You can even express a current goal of your group.

Make Yourself Accessible

Be sure to provide multiple ways for viewers to contact you. Offer social media handles and website links. You can even provide a quick QR code that can access your group's profile, a promotion video on YouTube, or direct them to a sign up page.

Advertise Incentives

Everyone has different motivations for getting involved. Mentioning any major incentives you offer will help convince youth that may need a reason to offer time from their already-busy schedule.


The Golden Rule

Keep it simple! The more clear and concise your flyer is, the more likely someone is to read it.

3 Examples: How It Looks in Practice

The recruitment materials below each use some of the tips listed above. You can utilize different styles and materials. It is important to be intentional and base your design around your audience. What format would be best for them? Depending on your answer you may create a flyer, a poster, a brochure, or even a postcard. Enjoy!

Example 1: Postcard



- Provides a clear ask, "Get Involved."
- Positive image of youth
- Bold Contrast
- Coalition name and affiliated agency

Example 2: Double-sided Postcard

Coalition name

Provides a clear ask, "Apply Now!"

"About Us" information

Expectations listed on backside




Example 3: Flyer

Clear view of coalition name and logo

Provides a clear date and ask, "Join Us!"

All incentives have been communicated

Clear view of social media handles, contact info and affiliated agency.