**BUILDING RECRUITMENT PIPELINES**

Have you enlisted support from current youth participants or program graduates?
- **Yes**
  - Great. Assess effectiveness and consider revising processes to meet new guidelines.
- **No**

Is your program maximizing the virtual space to engage youth?
- **Yes**
  - Awesome. Youth ages 16-29 spend an average of 3 hours/day on social networks.
- **No**

Are partnerships established with organizations that can refer youth?
- **Yes**
  - Excellent. Streamline referral procedures and host virtual information sessions.
- **No**

Is your program utilizing traditional media to promote the YARG program?
- **Yes**
  - Terrific. Radio and television can still be effective outlets to target youth and their parents.
- **No**

Engage youth to engage youth...
- Enlist support from participants or graduates.
- Host virtual forums or focus groups.
- Collect testimonials/success stories.

Bolster YARG’S virtual presence...
- Create a youth-friendly website.
- Leverage social media – Instagram, YouTube & Twitter.
- Connect with social influencers.
- Create a catchy hashtag or tag line.

Cast a wider net...
- Consider partnerships with schools, faith-based organizations, juvenile justice, foster care, parks and recreation, and human services agencies.

“Old school” meets new school...
- Connect with local radio and TV stations to arrange features about the program.
- Collaborate with local radio and television personalities to request endorsements.