

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

Engage youth to engage youth...

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

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

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.

Are partnerships established with organizations that can refer youth?

Yes

Excellent. Streamline referral procedures and host virtual information sessions.

No

Cast a wider net...

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

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

“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.