

BUDDY PROGRAM FOR MEMBER RECRUITMENT

- STEP 1:** Each time a new strategy is introduced, the Chair asks members to consider the question, “Who is not at the table that might help us enact this strategy or idea? ”
- STEP 2:** For each identified organization, a member who has the best connection to that organization is asked to begin the recruitment process and volunteer to be the “buddy”.
- STEP 3:** The buddy contacts the prospective member and asks him or her to join the coalition effort. The buddy encourages the recruit and answers any immediate questions about participation or the coalition. Successful contact information is forwarded to the Chair and Coalition Director.
- STEP 4:** The Director follows up with a phone call, and sends an Orientation Packet to the prospective member. The Packet contains the coalition brochure, member roster, by-laws, minutes of the last general coalition and Work Group meetings, a map and calendar of meetings, recent program materials and press coverage.
- STEP 5:** As soon as the buddy receives notice of the next coalition meeting, he/she phones the recruit, makes sure that the notice was received and encourages the new member to attend. Transportation and other needs are attended to as well.
- STEP 6:** At the meeting, the buddy greets the new member, helps acclimate him/her to the surroundings and meeting protocol and introduces the new member to others. The new member is given an opportunity to introduce him or herself to the group. A personal welcome and offer of assistance by the chair occurs at some point during the meeting.