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# **Recruiting and Retaining High Schoolers**

- Why Recruit?
- Ladders of Engagement
- Getting commitments
- Practice PIH elevator pitch
- Challenges you are facing



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**Why recruit?**

# Why Recruit?

- Shared leadership
- Organizing who?
- Ownership
- Builds Capacity





- Cast a wide net
  - Start with your own networks
  - Look for more broad opportunities
  - Have a specific invite
- Have 1 on 1 meetings!
- During your first meeting:
  - PIH Engage Mission and Goals
  - Specific Commitment Details



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# Ladders of Engagement



# Ladders of Engagement

PIH Engage Leadership Ladder





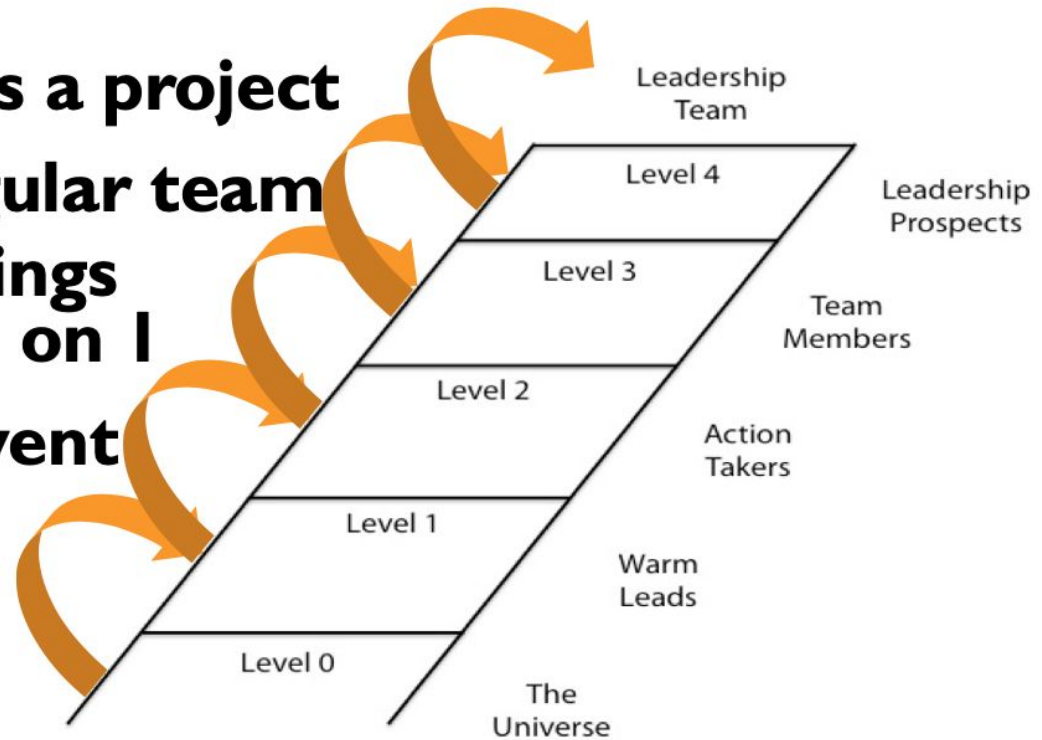
# How to use ladders of engagement

**Asked to become a Team Lead**

**Owens a project**

**Attends regular team  
meetings  
1 on 1**

**Attends a public event**





## How we get clear commitments

**Connect:** Make the “ask” as specific as you can to the person whom you are trying to mobilize. Identify yourself, why you’re doing what you’re doing, and let them know why you’re asking them to help. This can be done with few words.

**Context:** Explain why the action you are asking them to take is urgent. Be specific about the challenge and the hope.

**Commitment:** Explicitly ask the other person if you can count on them to engage in action with you. Be very specific about the date, time, and place. “Can we count on you to join us in \_\_\_\_\_?” “Will you join me in doing \_\_\_\_\_?” LISTEN CAREFULLY. Is the answer: “Yes! Definitely!” (Great! Confirm the details) “Maybe . . .” (Ask what questions they have and how you can follow up.) “No, I’m sorry.” (Ask why? Give them your contact info in case they change their mind.)

**Catapult:** If someone says “yes” then give them the respect of having real work and real responsibility at your action and a real plan to get there. Ask: Can you bring something to the event (i.e. food, posters, etc.)? Can you commit to bringing 2 friends with you? How do you plan on getting to the event? (people with plans are much more likely to attend!)





- Create a group that supports **balance and self-care**
- Define **mutual, attainable goals** and group norms
- Make space for honest expression and celebration
- Allow people to grow from their own strengths and creativity
- Balance tasks with relationships
- Delegate, delegate, delegate!
- **Share leadership**
- Balance competence and challenge
- Make best use of group time
- **Celebrate!**
- **Stay connected** to purpose and the larger movement

Give people  
specific roles  
and leadership  
responsibilities

Be selective – your  
core team should be  
committed  
members

Have one on  
ones!

Cast a wide  
net



Never stop  
recruiting –  
use ladders of  
engagement

Craft a 2 minute elevator pitch! Know your audience.

- 5 min prep
- 10 min practice & feedback in breakouts
  - What stood out to you? What could be improved? Was it convincing? Were you left with any questions?
- 5 minute debrief together



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# **Tactics/Challenges** **Brainstorm**

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This is a time and space to share your challenge and for us to problem solve!



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# Tactics/Challenges Brainstorm

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Q: How do we recruit members virtually?

Q: How do we retain new members?

Q: How do I create leaders using the ladder of engagement?