



Partners
In Health
ENGAGE

Recruiting and Retaining Young Professionals

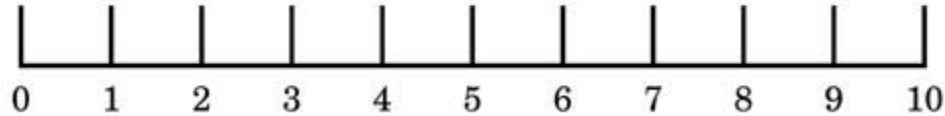


- **Please share:**
 - Your name
 - Pronouns
 - Chapter
 - Position (TC, Fundraising, CB, Advocacy)
 - Your go-to lazy meal!

- **Reflection and Goal-Setting**
- **Recruitment**
 - Interpersonal Recruitment
 - Young Professionals: Community/Social Media
- **Retention**
 - Ladder of Engagement
 - Techniques
- **Chapter Dialogue**
 - Discussion and Take-aways

Reflection

Please take a moment to reflect. On a scale of 1-10, how confident are you in recruitment and retainment of members?



Are there any parts of recruitment/retention that you are struggling with or confident about?

Why are you that #?

Goal-Setting

Where are you at now?

Where do you want to be?

Where do you think you can be in the next year?

What are the number of members you think you would need to expand your goals?

Recruitment

- 1. Interpersonal Recruitment**
- 2. Community Recruitment**
- 3. Social Media Recruitment**



Interpersonal Recruitment

- **Making a Sales Pitch**
 - 30-seconds, 1-minute, and longer
- **Reaching out to Friends and Family**
 - Where and when does your story begin?
 - What do we need to know about you?
 - What challenges did you face?
 - What choice did you make (and why?)
 - How has that brought you here?
 - Why did you join PIHE and what makes it different for you/others?



Community Recruitment

- **Targeting groups of interest (e-mail lists, personal contacts, etc.):**
 - Local Pre-professional schools (law, medical, etc.)
 - Community Groups
 - Religious centers, school districts, etc.
 - Colleges, alumni associations, etc.
 - Tabling!
- **Social Media**
 - Connect with others through your personal contacts
 - Ask them about PIHE
 - Fundraising with external organizations opens the door to contacts that can spread the word!

Retention

- **Ladder of Engagement**
- **Key to Retainment (GEMS):**
 - Gauge the variety of interests
 - Encourage participation in activities and ownership of projects
 - Maintain individual contact and relationships with members
 - Structure opportunities for growth (individual and campaign)

PIH Engage Leadership Ladder



Tips for Engagement (Connecting Multilaterally):

- Divide projects!
- Allow as many opportunities for ownership as possible!
- I-on-I Meetings
- Check-ins
- Member Presentations
- Social Activities



Pair Reflection/Chapter Dialogue

- Think about a specific challenge you have had or anticipate having in terms of recruitment/retainment. Think about any potential successes you have had (no matter how small).
- Take 7 min/person to discuss the challenge/success with your partner (15 minutes total)
 - Describe the challenge
 - Ask clarifying questions
 - Discuss solutions going forward. Are there commonly shared features behind your successes

Be ready to share and discuss takeaways with the group!



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Group Discussion



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Thank You!