



Partners
In Health
ENGAGE

Recruiting and Retaining Engagers 2021-22



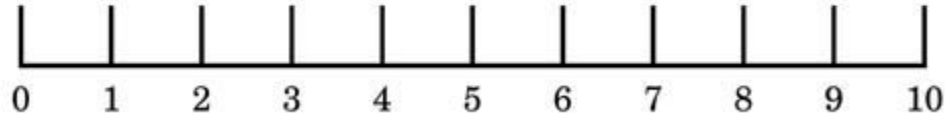
- **Please share:**
 - Your name
 - Pronouns
 - Chapter
 - Position (TC, FL, CBL, AL)
 - What did you want to be as a kid?



- **Reflection and Goal-Setting**
- **Recruitment**
 - Interpersonal Recruitment
 - Community/Social Media Recruitment
 - Practice Your Elevator Pitch
- **Retention**
 - Ladder of Engagement
 - Getting Commitments
- **Pair Reflection**
- **Group Discussion**

Reflection Discussion

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



Why are you that #?

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

Please share your response :)

Goal-Setting Discussion

What do you want your team to look like in the next year (# of ppl, majors, backgrounds, diverse perspectives, etc.)?

Think about:

- **Where You Want To Be:** How many active members do you want to have?
- **Where You Think You Can Be In The Next Year:** How many active members do you think you can recruit and retain?

Please share your response :)

Recruitment

- 1. Interpersonal Recruitment**
- 2. Crafting an Elevator Pitch**
- 3. Community 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?

How to Craft an Elevator Pitch

1. Identify your audience

2. Introduce yourself/ your organization (PIH Engage)

Who are you, What do you do, What is your role, How do you do this work

3. State what your organization offers

What contributions has PIHE made, What problems exist and How is PIHE addressing them?

4. Mention what the benefits are of joining

What can they expect to gain in terms of experience, skills, etc...

5. Call to action (CTA)

A CTA is a statement designed to get an immediate response from the person reading or hearing it (ask them to follow your organization on social media, sign-up on the mailing list etc..)

Elevator Pitch Activity

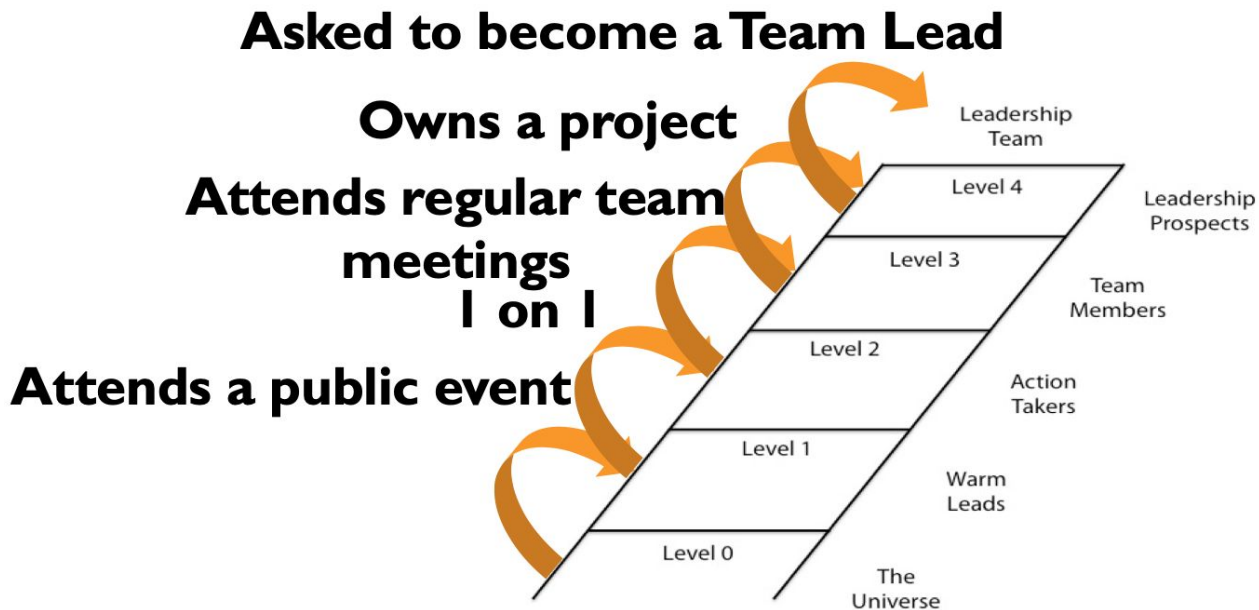
Craft a one minute elevator pitch!

- 4 min prep
- 4 min to share your elevator pitch with you partner

Community Recruitment

- **PIHE Values-Based Recruiting**
 - **Commitment, Accompaniment/partnership, Humility, Integrity/Accountability**
 - Liberation theology, Universality of health as a human right, Preferential option for the poor, Social justice, Optimism and action, The “House of Yes”, Shifting the paradigm
 - Based on the mission, values, and core concepts of PIH Engage, who do you think an Engage team should be composed of?
 - What communities in your area/on your campus practice these concepts and share similar values to PIH Engage? How can you connect with these groups and communities?
- **Targeting groups of interest (email lists, personal contacts, social media etc.):**
 - Local Pre-professional schools (law, medical, etc.)
 - Community Groups
 - Religious centers, school districts, etc.
 - Colleges, alumni associations, etc.
 - Social justice organizations
 - Tabling

Ladder of Engagement



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
- Getting solid commitments



Pair Reflection

- 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

Group Recommendations

- **Recruitment**
 - Goal setting
 - Identifying your audience
 - BTA Screening
 - Table at an involvement fair
 - Come to a meeting
 - I-on-I's
 - Getting on a club email chain
 - Finding similar organizations/clubs



Group Recommendations

- **Retention**
 - Talk/text/email them directly and make an ask
 - Hold I-on-I's
 - Task accountability
 - Continuously asking for feedback from members
 - Being open for communication
 - Provide support to members



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Thank You!