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Strengthening Organizations, Strengthening Communities

SUGGESTED TECHNIQUES FOR RECRUITING GROUP MEMBERS

*Used with permission from NJ & American Self-Help Group Clearinghouses,
www.selfhelpgroups.org*

1. Place notices on key posting areas: churches, schools, organizations, clubs, shops, hospitals, nursing homes, community bulletin boards, libraries, and post offices.
2. Print up and distribute one page flyers on your self-help group.
3. Design a brochure that explains group's purpose, activities, services, etc.
4. Establish a Speakers' Bureau and make presentations before appropriate groups: church, community, civic, private, business.
5. Speak to clergymen, doctors, administrators, agency directors, social workers, media personnel, nurses, (anyone who might be sympathetic to your need.)
6. If health related, contact your local hospital: social services department and community health education department.
7. Talk to persons who have started self-help groups and ask what methods they use in recruiting group members.
8. Talk to public relations people at local industries and businesses about getting ads in their periodicals or newsletters.
9. Contact local offices, associations and foundations that address your area of concern, for example, office on aging, handicapped, Cancer Society, mental health association, etc.
10. Call your local information and referral helpline/hotline - make sure they know of your group's existence.
11. Determine which agencies/organizations print community or social service directories; contact them and request your group be included.
12. Write a brief notice and ask that it be placed in church bulletins/newsletters.
13. Write a "letter-to-the-editor" explaining the group's purpose (it is especially likely to be printed if you comment in response to a current article or editorial.)
14. Write a brief radio spot and send it to local radio stations requesting they air it as a public service announcement.
15. Form a professional advisory committee, invite key resource persons to serve, and enlist their ideas and help in publicizing the group.