

## **STEPS IN THE SCHOOL ADVISORY COUNCIL RECRUITMENT PROCESS**

- Evaluate current School Advisory Council membership and determine the characteristics/skills that you need/want in new School Advisory Council members.
- Identify individuals who have those characteristics/skills.
- Develop a strategy for recruiting each of those individuals. (Who, When and Where)
- Make an initial phone call to determine interest and to set up a meeting. (Do not send out materials other than a general brochure, your mission statement and one or two short case studies that illustrate what you do if the person is undecided or if he/she requests them. The object here is to get a face-to-face-meeting.)
- Meet with the prospect. Leave the prospect with a packet of materials and let him/her know that his/her name will be presented to the School Advisory Council at the next meeting (unless the prospect is uncertain) and that the chair of the nominating committee will be in touch after that meeting.

### **SOME POINTS TO COVER IN YOUR CONVERSATIONS WITH PROSPECTIVE SCHOOL ADVISORY COUNCIL MEMBERS:**

#### **Talk About Your Organization:**

- Explain its mission – don't go into all the nitty, gritty details unless the prospect asks questions – keep this presentation short and compelling
- Make a case concerning your organization's need for **strong, active, involved** School Advisory Council members
- Discuss the fact that this is a critical time in your organization's history – e.g. a time of growth, a new building, a need for diversifying funding sources, etc.
- Describe the challenges and opportunities that this critical time offers the organization and the prospective School Advisory Council member. **GROWTH** is the key word for the organization's challenges and opportunities. **PERSONALLY MAKING A DIFFERENCE** is the key concept for the prospect
- Mention your organization's objectives for this year and next year and speak eloquently about its vision for the future

**Talk about why the prospect is being asked to join the School Advisory Council – Tell her/him exactly what skills he/she has that will be invaluable to your organization in this time of change and challenge.**

**Talk about the commitment that will be involved, for example:**

- Attending X number of School Advisory Council meetings of about 2 hours in length
- Serving on at least one School Advisory Council committee that will meet monthly, more often in busy periods
- Making a financial contribution: since our goal is 100% School Advisory Council participation in our annual fund campaign, you will be asked to make an annual gift the amount of which will be determined by you, according to your own financial circumstances
- Attending at least one special event a year and asking others to support or attend that event
- Doing informal outreach concerning this organization whenever possible – being our voice in the community