Six-Step Recruitment Activity Design Worksheet

Step 1: Record the number of children for whom you are recruiting, and the special need they present

No. of Children 1 Special Need (check one): Older ☐ Siblings ☐ Minority ☐ Medical ☒

Step 2: Record the ZIP Codes for the neighborhoods in which you intend to place the child(ren)

ZIP Code(s): 32952 (Merritt Island, Brevard County)

Step 3: Review the County Matrix, and then record the target family types you intend to recruit for the children identified in Step 1. Include the ZIP Codes of where these target family types live.

Target Family Type:	9 Big Fish, Small Pond	ZIP Code(s):	32950, 32951
Target Family Type:	27 Middleburg Managers	ZIP Code(s):	**32952,** 32953,
Target Family Type:	34-35 Small City Centers	ZIP Code(s):	32935
Target Family Type:		ZIP Code(s):	

Steps 4, 5, and 6: For each target family type you intend to recruit, describe the recruitment activity you will use to recruit them. Include the message, media, and measures you will use to define the activity.

Activity: Faith Community Connections	**Activity:** Professional Group Presentations
Targets: Middleburg Managers	Targets: Big Fish, Small Pond
Message: "Open your heart; Open your home"	Message: Deliver the facts; Deliver the stats; Deliver the probabilities;
Media: Church bulletin announcements; fellowship meetings; activity sponsorships	Media: Presentations at association meetings; fact sheets; "action items"; business cards
Measure(s): 15% - 25%	Measure(s): 15% - 25%

Activity: Community-Based Celebration	**Activity:**
Targets: Small City Centers	Targets:
Message: "We take care of our own in this community."	Message:
Media: Banners; information booth; radio and print advertising to promote event	Media:
Measure(s): 2% - 5%	Measure(s):