

RECRUITMENT

Utilize Social Media

Create engaging content, including success stories, testimonials, and pictures/videos of The Pack activities, to attract potential members. Encourage current members to share posts on their personal social media accounts to expand reach.

- Follow & Encourage members to follow @pinkyswearfoundationpacks on Instagram
- Create your own Pack Instagram with the naming mechanism @pspack_schoolname
- Have members follow your pack

Collaborate with Your School Admin

Reach out to school administrators, teachers, sports teams and leaders of other organizations, to set up meetings or presentations. Explain the mission and the benefits of joining, and provide informational materials for distribution.

Recruitment Fairs

Participate in fairs, community festivals, or school events where you can interact with individuals who are interested in volunteering. Prepare an attractive booth with visuals and engaging materials to draw attention.

Ideas for recruitment

Pack Launch Party: Organize a pack launch party or kickoff event that showcases the excitement and energy of the program. Include fun activities, games, and interactive stations that allow potential recruits to learn about the pack's mission, activities, and benefits in an enjoyable and social setting.

Creative Promotional Videos: Create short, creative, and high-energy videos that highlight the pack's activities, accomplishments, and the sense of belonging within the group. Share these videos on social media platforms and encourage members to share them with their peers. Utilize humor, storytelling, and dynamic visuals to make the content engaging and shareable.

Themed Recruitment Campaigns: Develop themed recruitment campaigns that resonate with the interests of the target audience. Example: create a superhero-themed campaign highlighting the opportunity to make a difference in the community, or a "Challenge Accepted" campaign where recruits are encouraged to step out of their comfort zones and embrace new experiences.

Pack Ambassador Program: Establish a pack ambassador program where passionate and outgoing members act as representatives of the program. These ambassadors can visit classrooms, clubs, or social events to share their experiences, answer questions, and generate excitement about joining the pack.

Partner: Identify popular events or activities within the community that attract the target audience. Collaborate with the organizers to have a presence or organize a specific Pack-related activity or booth. This allows for direct engagement and interaction in a fun and engaging environment.



RETENTION

Retention all comes down to creating a healthy and welcoming environment. As a leader, make yourself approachable and available to members. Encourage open communication and create a safe space where members feel comfortable expressing their thoughts, ideas, and concerns.

Give Them a Responsibility

Simply put, a responsibility gives your members a reason to show up and participate. Assign roles and responsibilities to each member based on their skills, interests, and goals within the pack.

Ideas: Note-taker, Ice-breaker, Snack-bringer, Event planning, Recruitment.

Give Out Rewards

- **Appreciation and Recognition:** Regularly acknowledge and appreciate members for their contributions and dedication. Celebrate their achievements during meetings, events, or through social media platforms. Recognize their efforts publicly and highlight their successes to the entire pack.
- **Personalized Rewards:** Consider offering personalized rewards based on members' preferences and interests. This can include certificates of appreciation, thank-you notes, small gifts, or opportunities for special recognition within the pack or the larger community.
- **Milestone Celebrations:** Organize special celebrations to recognize milestones achieved by individual members or the entire pack. These could include anniversaries of joining the pack, significant fundraising achievements, or personal accomplishments. Celebrate these milestones as a group and express gratitude for their dedication.

Create Regular Check-Ins

Schedule regular check-ins (face-to-face or text) with members to gauge their satisfaction and engagement within the pack. Actively listen to their feedback and address any concerns they may have. This demonstrates that their well-being and experiences matter to the leadership team.

Team-Building Activities

Organize team-building activities within the pack to strengthen relationships and encourage bonding. This can include icebreaker games, group challenges, or social outings. These activities help members get to know each other on a deeper level. Plan occasional fun activities or social events exclusively for pack members to unwind and have a good time. This can include game nights, movie outings, or outdoor adventures. These activities promote camaraderie and build strong friendships.

