

RECRUITMENT FRIDAYS

CONTEXT

'People' is the key word in 'People Powered Movements'. This means that for us to organize and have successful campaigns we need to be able to mobilize people.

In order to **mobilize** people, we need **to have a recruitment and absorption strategy**, and if you are lucky you can use one to get both. In Africa, getting people interested in a campaign- that is people you can constantly count on being engaged in the movement- can be a task but these several criteria could help you figure out how best to recruit, absorb and maintain these people in your campaign.

The information below serves to not only assist people who have just started a group and are trying to get their first batch of recruits, but also aid established groups that are **looking to expand the campaign coverage** and get even more people involved.

OBJECTIVES

The main objective of this guide is to help 350 local groups and climate advocacy groups to be able to attract recruits and build a massive, sustainable and self-sufficient people powered movement.

STEPS

- IDENTIFY YOUR TARGET AUDIENCE

As we know, in every campaign when thinking around **mobilization** and **organizing**. We need to pay key attention to the **target audience**. A target audience is those individuals that with their aid will help **take the campaign further**. For example the 350 Kenya volunteer group uses **Universities** as one of their target audience among others, for they believe **the youth** is a particular group which can hold governments accountable.

To map out players and targets, where they fall in your campaign and how best to interact with them, **a pyramid of engagement** is a great tool.

Please check out an in depth detail to base building and leveling up by mobilab here <https://mobilisationlab.org/resources/engagement-pyramid/>.

This tool will offer an impressive guiding hand to some of the organizing tactics and strategies



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• IDENTIFY YOUR RECRUITMENT METHOD

Depending on the audience you are trying to recruit, and the guidance from the engagement pyramid, you may have a clear method on how best to recruit. In selecting a recruitment method always ensure it is a **low - cost method that your group can sustain.**



That is please pick a recruitment tactic that is smart and impactful so that you can do it regularly to ensure sustenance. These methods may include but are not limited to:

- ✓ **Art build workshops** - invite people to come make art pieces for your campaign with you
- ✓ **Screenings** - show videos of your campaign and more stories and invite people to come watch
- ✓ **Photo exhibitions**
- ✓ **Petitions**
- ✓ **Booth/stand** at malls or any other public space i.e. public parks and more - with your ICE materials
- ✓ **Inter-university debates**
- ✓ **Awareness caravans**



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TIMELINE

How often one wants to do recruitment depends on capacity and time the mentioned group can spare. The idea of **recruitment Fridays** is mainly for groups to spare time two Fridays every month to organize recruitment in their area according to their recruitment goals and needs. But do not feel pressured- go to your group assess your capacity and pick a timeline that will aid you able to recruit comfortably, **recruitment should be simple and fun!**



ALWAYS KEEP A RECORD/SIGNUP SHEET

Records are key because they ensure you have an updated database with names, contact details of emails etc. You can do this **online** - by having them sign on to your event For example an event you recently registered as a host on AfrikaVuka or a small event you posted on eventbrite [learn more here](#) . Or you can do it **offline** by having physical signup sheets that you could later type into your excel sheets.

Please don't forget to share your signup sheets with your 350Africa.org contact - we want to involve everyone in the global climate movement, and this will enable us to grow our list, share their stories and link them to climate activists across the world.



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RECRUIT - ABSORB - RECRUIT - ABSORB

Once you have recruited interested people into your campaign, **ABSORB! ABSORB! ABSORB!** This means find a way to keep them in the campaign and always keep them interested. The pyramid of engagement will still help you here. Ways of absorbing recruits and keeping them interested include the following but are not limited to:

- ✓ **Whatsapp** - add them to your group whatsapp group. For example if I am from Ghana or 350 GROC, I can form a GROC volunteers whatsapp group where new recruits are added to get up to date info about the GROC campaign.
- ✓ **For the leaders** - Give them responsibilities - especially for the leading recruits. For example ask them what they are interested in doing, and encourage them to take that on. Involve them further by maybe asking them to take pictures, or write a blog or notice what they are good at and involve them in it.
- ✓ **For the observers and endorsers** - produce newsletters, blog posts etc. These will make them have access to your activities and get informed on how the campaign is going. Please have a look at <https://afrikavuka.org/> it will help you with this and more.

MATERIALS

- ✓ **ICE materials** - these are materials that talk about your campaign or group; they could be factsheets about the campaign or the issue you are campaigning for, pamphlets, flyers among many others
- ✓ **Signup sheets** - online/offline
- ✓ **Contact details** - could be a member from your group who recruits can reach out to for more info or a webpage managed by a member to respond to queries.
- ✓ **Instagram panels** - with campaign messages
- ✓ **Stickers**
- ✓ **Camera or phone** to take pictures.

EXPECTED OUTPUTS

We expect that on using these methods, local group in Africa will no longer struggle in getting numbers they can count on to support their campaigns and actions.

