

# Grassroots Recruitment Assignment

Now that you have a better idea of the type of event you will host and your event program, begin to think about your audience and the people you would like to recruit and invite to your event.

Use this assignment to begin drafting your recruitment plan. Think about: your attendance goals; the type of audience you would like to recruit; the hard ask you can use to recruit your audience.

## Background information:

### Who to recruit for your event

- Personal network of friends
- Community people/ leadership
- Church members
- Chapter members

### Existing resources for recruiting

- Existing networks
- OFA networks
- Local partner organizations
- Social media

### Hard Ask

- Know your audience
- Build urgency
- Ask for something specific
- Ask then be quiet
- Be persistent

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