

## Do-it-yourself Recruitment and Retention Strategy

On the table below, fill in your observations about what types of people, interest groups, and age groups you have in your local area. In the next column, for each target group, try to think of some common things people from that target population like to do outside of the home. In the last, column write down the places where your target populations, hang out or pursue their hobbies.

	<b>Target groups</b> (sample) Athletic people	<b>What they like</b> Sports games and events, keeping fit, buying team memorabilia, tailgate parties, game day parties	<b>Where they do their hobby</b> Sports arenas, gym, YMCA, sports stores
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## Target Population Demo Option Planner

Fill out one of these worksheets (worksheet is 2 pages) for each target group

Where do they do their hobby?	Specific businesses or places in your local area	Is this a seasonal hobby?	Do any of these businesses hold any special events, classes?	What activities can you demonstrate that would relate to this group?
Sample: Gym	Gold's Gym	No	Yes, open house	Combat training, learning to read a bout, armor

Target Group: \_\_\_\_\_

Is there a local event or activity, which focuses on this target group's interests that you can follow this demo up with? Can any of these demo opportunities be timed to be before this event or activity? Would you be able to give a newcomer of this type a goal based on the timing of activities in your local group? (For instance, say you are able to schedule the gym demo from above, would there be fight practices held locally after this demo, or perhaps enough fight practices before an event to make a goal for the newcomer to get their first authorization at the next event (within reason, and if the newcomers are motivated)?)

What types of classes would help you better transition these types of newcomers into the local group?

Do you have outreach resources to help transition educate these types of newcomers?

Who in your local group is most like this target group (these are the people you would like to participate in your demo)? What brought these members into the local group and SCA (this is what you will have them talk about at the demo)?

Can this demo become a template for the other demo opportunities for this target group?

## A Year of Demos

Fill in the months which your local group usually holds events. From that point you can match which demo opportunities can fit into your local group schedule. Remember this strategy is not fill your calendar up with demos, but to plan demos before events and activities, so that the newcomer has something to bring them into the group immediately. Space demos out, so that you have about a month or so between each, so you have time to transition one set of newcomers from a demo before beginning another recruitment push.

January	February	March	April
May	June	July	August
September	October	November	December