

10 Recruitment Best Practices

1. **Personalized letter of invitation** expressing high value for this experience as well as why they are uniquely qualified to participate. Use testimonials from past KLC participants.
2. **Short introductory workshop** to teach basic language and skills as help them apply it to something they care about. These can be done within two to three hours and help people find the value before they sign up for a multi-day program.
3. **Invite alumni from programs** to share testimony in a meeting.
4. **Engage others around a clear purpose** that connects to their interest. Usually people aren't energized at the prospect of leadership development for leadership development's sake. They need a reason that leadership development will help them make progress on things that matter to them. Have a clear purpose in mind when you talk beyond just developing leaders.
5. **Informational meetings** with key stakeholders who are prime candidates for the training. Hold a one-hour meeting to discuss the purpose, the benefits and answer questions.
6. **One on one invitations** to individuals with which you have the most credibility. Usually a phone call or a side conversation will suffice.
7. **Continuous communication** via email, newsletters, or social media.
8. **Work with people who have more credibility** and ask them to attend first and they can become the champions to encourage others to attend.
9. **Set recruitment goals** for people from various teams or departments. Have them responsible for filling a certain number of grant spots.
10. **Start early** so people can reserve dates on their calendar multiple months out. The recommendation is to start at least 3 months out.