

COACH RECRUITMENT TOOLKIT

COMMUNICATION PLAN

Starting your recruitment strategy can seem overwhelming but it can be as easy as just doing one thing per week to grow your team. Use the communication plan below, or make your own!

Pro Tip: The more specific your plan, the more likely you are to follow it. Pick a specific time and day of the week that you will complete each week's task. Set an alarm on your phone as a reminder.

WEEK 1: Post on Social Media.

Use one of the social media sample posts from the online Toolkit to talk about your own experience coaching for Special Olympics and invite your friends and family to join the movement.

WEEK 2: Send a PSA request to your local radio stations.

- Find contacts at your local radio stations with a simple Google search.
- Customize the *PSA & Cover Letter* email template from the online Toolkit and send to radio contacts.
- Follow up! You will most likely have to follow up on your original email after you send it. Send a follow up email or call the station. Persistence will pay off!

WEEK 3: Study the Elevator Pitch.

Take a few minutes to look at the *Elevator Pitch* under the Community Presentation tab on the online Toolkit. Get familiar with "the ask" so you are prepared to make it at anytime. Practice with a friend or family member.

WEEK 4: Thank your current volunteers.

Use the *General Volunteer Follow Up* email template to thank the individuals who helped make your most recent season successful and encourage them to stay involved.

WEEK 5: Print flyers and hang them in your community.

- Customize one of the *Downloadable Flyers* from the Resources tab in the toolkit with your own information.
- Recruit a few athletes from your team to help hang the flyers in local coffee shops, schools, restaurants and other local businesses.

WEEK 6: Time for another social media post.

Post a picture of your team from a recent practice or competition and share a personal story of why you volunteer. Talk about the need you have on your team for more volunteers. In your post, mention that people can directly contact you if they are interested in joining your team.

WEEK 7: Reach out to someone who would be a good fit for your team.

- Use the *Coach Initial Ask* or *Unified Partner Initial Ask* templates to reach out to someone who you personally think would be a great fit for your team.
- Your compliments and interest in them could be exactly what it takes for them to commit to joining the SOMN movement.

WEEK 8: Schedule a community presentation.

- Reach out to a local club, church or school to request a time to come in and give a short presentation.
- Customize the *PowerPoint Presentation* under the Community Presentation tab on the online Toolkit. Add your own stories, photos and quotes from athletes on your team.