

Buddy Program for Member Recruitment

STEP 1: Each time a new strategy is introduced, the chair asks members to consider the question, “Who is not at the table that might help us enact this strategy or idea?”

STEP 2: For each identified organization, a member who has the best connection to that organization is asked to begin the recruitment process and volunteer to be the “buddy.”

STEP 3: The buddy contacts the prospective member and asks them to join the coalition effort. The buddy encourages the recruit and answers any immediate questions about the coalition. Successful contact information is forwarded to the chair and coalition director.

STEP 4: The director follows up by contacting the prospective member and sending an orientation packet to them. The packet may contain the coalition brochure, member roster, bylaws, minutes of the last coalition and work group meetings, a map and calendar of meetings, recent program materials and press coverage.

STEP 5: After the buddy receives notice of the next coalition meeting, they contact the recruit to encourage the new member to attend.

STEP 6: At the meeting, the buddy greets the new member, helps acclimate them to the surroundings and meeting protocol, and introduces the new member to others. The new member is given an opportunity to introduce themselves to the group. A personal welcome and offer of assistance by the chair occurs at some point during the meeting.