

Recruitment Plan Worksheet

Begin by listing all of the possible ways you can recruit patients and families. Enlist the help of as many people in your organization as you can to develop this list.

Considering your audience, your budget and your timeframe, check off the publicity options you would like to use:

- Post flyers in the waiting room, throughout your facility or at special events like flu clinics.
- Run announcements or short videos on your organization's TV monitors.
- Mail flyers or postcards directly to all patients or a subset of patients and families.
- Ask staff to personally invite patients and families. People feel more engaged when they are personally asked.
- Include a message on your organization or practice's website.
- Send an email or message through your patient portal.
- Post flyers on local bulletin boards.
- Create a YouTube channel for your practice and post a short video invitation.
- Use social media like Facebook, listservs and Twitter. Ask your patients and families to spread the word in their electronic communities, like emailing their informal listservs for schools, sports leagues, recreation centers and faith-based organizations.
- Include a flyer in new patient materials.
- Write an article for your organization's newsletter.
- Add a page about the PFAC to your practice website.
- Collaborate with community-based organizations to get the word out.
- Be creative! Ask your patients where they get their news from.