

MAKING CONNECTIONS

Targeting the Minority Community

Below is a list of other recruitment strategies that could be considered.

1. Decals
2. Placards for buses and taxi cabs that operate in the targeted community
3. Slogans or themes on bookmarks, pencils, balloons, key chains, rain hats, T-shirts, etc.
4. Displays in store windows, libraries, and schools
5. Enlist the neighborhood schools: present an adoption program, children in classes make posters for display in #4; publicize the display
6. Information booths at meetings or gatherings; at malls and community events.
7. Placemats in restaurants
8. Posters, flyers, brochures, handouts, and bill inserts
9. Notices in congregational and community bulletins
10. Calendars
11. Newsletters
12. Special events, carnivals, or fairs
13. Picnics and ice cream socials
14. Theme night activities
15. Puppet shows
16. Speakers' bureau, scheduling presentations
17. Awards programs (featuring minority families)
18. Appreciation nights and banquets (highlighting minority families)

19. Welcome wagon packets
20. Teas, drop-ins, or open houses
21. Door to door canvassing
22. Surveys in shopping malls
23. Television and newspaper feature stories
24. Television / radio public service announcements or community interest stories
25. Interview programs / talk shows / news programs
26. Direct mailing and ad coupons
27. Display ads in the telephone book
28. Recruitment films
29. Messages on business marquees
30. Adoption day in court
31. Adoptive mother and father of the year
32. On-going newspaper columns
33. Press releases
34. Internet; Web page.
35. Videoconferencing