

TOOLKIT:

I ARCTIC

Recruitment plan for your I ♥ Arctic event

Once you've chosen a location, date, and time for your I ♥ Arctic human banner – your next step is to get people there. The most effective way to get people to attend is to talk to them face to face. Flyers, Facebook messages and event invitations, or emails are great as add-ons – but creating specific plans for doing face-to-face outreach will really pay off.

SET A GOAL

Experience shows that ♥ of people who say “Yes! You can count me in!” won't be able to make it. We made similar experiences with RSVPs to Facebook events – it is likely that a lot of those people who RSVP on Facebook might not be able to attend, although they said they would. That's why we really encourage you to aim at recruiting twice as many people as you want to join the event. Be assured that whether you aim for 20, 100 or 500 people - your heart will become an essential piece in the global I ♥ Arctic puzzle!

ANNOUNCE YOUR EVENT

A great place to start is where you feel comfortable – make an announcement at your university, book club, your place of worship, art collective... anywhere you can stand up and make announcement to a group of folks is great. Just introduce yourself, tell people what your event is going to be and why you're doing it, say how great it'll be to be a part of it, and then send around your I ♥ Arctic signup sheet for people who are interested to put their contact information down. Make sure they include full name, email and phone number.

SET UP A TABLE AT A VISIBLE SPOT IN THE COMMUNITY

Most communities have a spot where people like to gather. We recommend public libraries, parks, and/or outside of popular local shopping areas. Find out if you can and how to reserve a spot and bring along some eye-catching photos (and it never hurts to have free candy on your table). Then, just get out in front of the table, wave and smile, and talk to other community members about your event. Have interested folks sign your I ♥ Arctic sign up sheet.

PHONE BANKING

After you make announcements and/or hold tabling outreach events, it's important to follow up with a phone call to the individuals who signed ASAP. So be sure to call folks who signed your I ♥ Arctic sign up sheet and invite them to get more involved with the event. The faster you con-

tact interested folks the more likely they are to stay involved. Actual conversations are the #1 way to get people to events. People get lots of emails and see lots of flyers every day – but if you take the time to talk to them personally and tell them why it’s so important that they come, it goes a looong way.

Make sure to hold another phone bank to confirm folks a day before the event.

GET OTHER COMMUNITY GROUPS ON BOARD

Most communities have lots of groups that care about social justice, environmental causes, and human rights. The melting of the Arctic is an issue that connects to all of these causes. Contact the group organizers and ask them to let you make a quick announcement about your activity, and pass around the [I ♥ Arctic](#) sign up sheet.

Even better if you can get the group to officially “co-sponsor” your event, so that they’re also working to get their members to attend. And be sure to reach beyond the kinds of groups that are social justice and environmentally oriented – you may be surprised which groups want to be involved.

BUILD YOUR I ♥ ARCTIC EVENT GROUP

When you meet someone who’s really excited to be a part of your activity, ask them if they’d like to help out with some of the prep work, and invite them to your next planning meeting. You’ll be building your group as you go along!

Good luck with your recruitment!

Your [I ♥ Arctic](#) team at Greenpeace

Ethan, Raquel, Dan, Eoin, Shai and Markus

