



Recruitment Guide

This guide supports you in recruiting participants to IM&M+. It includes many IM&M+ branded marketing tools. **All recruitment promotional materials must be used as is. IM&M+ and the Canadian Career Development logos must appear on all program marketing.** Reach out to us at the Canadian Career Development Foundation (implus@ccda.ca) if you have any questions.

RECRUITMENT APPROACH	WHAT (MATERIALS NEEDED)	WHO	WHERE	WHEN
Printed & Electronic (Outgoing Emails & Newsletters) Materials Materials to be distributed out into the community that share information about the program to encourage individuals to connect if interested	Program posters & Social Media Links Email Introduction to a Potential Participant Guide for Talking with Referral Agencies (for caseworkers and partner agencies)	Caseworkers Community partners Referring agencies Current and previous participants Colleagues at your organization	Printed Posters: - Community Bulletin Boards - Referring Agencies - Community Centre's - Grocery Stores Outgoing Emails Organization Newsletters Community Newsletters	Ongoing throughout recruitment period – starting 3-4 months prior to program start date to 1-week prior to start date or whenever the cohort is full Revisit / resend monthly – increasing to biweekly in 1.5 months leading up to program start date

Presentations / Demonstrations Sessions that review the program and demonstrate the program through an engaging activity.	• PowerPoint Presentation – adapted for your audience • Presentation notes • Follow up email with Program posters and Social Media Links and additional info	Caseworkers Referring Agencies General Public (Info Sessions)	Scheduled events in-person or virtual events with organizations that have potential IM&M+ clients Scheduled in-person or virtual Info Sessions hosted by your organization for the general public	Begin planning and connecting with people to plan these sessions 8 weeks before the program starts It's suggested that you offer 2-4 info sessions that the general public can access
Staff Meetings / Roundtables Similar to presentations / demonstrations but are with smaller groups and allow more interaction and conversation. Could be with specific departments who have clients who would be a good fit for IM&M+	• PowerPoint Presentation • Follow up email with Referral Partner Guide and program posters	Caseworkers Referring Agencies Colleagues at your Organization	In-person or virtual meetings with specific departments or your organization or referring agencies who have clients who potentially fit for IM&M+	