

Appendix 8 – Membership Recruitment Strategies

Recruitment Strategies

1. Your Community Council's geography

Some Councils represent larger geographic regions than others. It can be challenging to recruit and maintain a Council membership that represents all towns and cities in your area. However, it can be helpful to use a map of the area to review:

- How membership currently represents the area
- Where there are gaps - towns and cities that have no representation
- What connections existing Council members have to these areas including who members know
 - ◆ in leadership positions
 - ◆ in business
 - ◆ people who are disability friendly
 - ◆ other community groups that are interested in building more inclusive and welcoming communities
 - ◆ faith communities and cultural groups that are involved in supporting social justice issues

2. A membership grid

A membership grid can provide the Council with an overview of the membership needs and help to identify some of the gaps that need direct recruitment activities. The grid can track:

- Which membership requirements are being met by current members and which need to be filled
 - ◆ individuals with developmental disabilities (at least 1, and with family members 50% of total membership plus one member)
 - ◆ family members (with at least 1 individual with developmental disabilities, comprising 50% of total membership plus one member)
 - ◆ community members (at least 25% of Council members are people from the community, including business people, community leaders and other interested citizens)
 - ◆ service providers (up to 25% of Council membership can be drawn from local service providers; these can also be from outside the community living sector)
- A number of areas in which the Council has and / or is seeking representation. For example
 - ◆ communities in your geographic area
 - ◆ gender and age groups
 - ◆ ethnic groups in your area, including people of aboriginal heritage
 - ◆ specific interests, skills and connections

An example of the grid used by the [South Island Community Council](#) is presented below for Councils to use as a helpful tool. It is suggested that there should be a discussion on what categories are meaningful for the Council. For example, **Demographics** would identify the communities of the Council's area, including major towns / cities; **Skills** can include those represented by Council's current membership and those skills from which the Council would benefit. A blank grid is available on the Community Councils website where the handbook and appendices are posted.

| South Island Community Council: 2013 | | | | | | | | | | | | |
|---|----|----|----|----|----|----|----|----|----|------|----|-----|
| Gender | | | | | | | | | | | | |
| • Female | LD | BK | | ME | | CJ | KJ | KK | SS | Mhar | | KVR |
| • Male | | | ML | | MH | | | | | | NL | |
| Age group | | | | | | | | | | | | |
| • 18-35 | | | ML | | | | KJ | | | | | |
| • 36-55 | | | | ME | MH | CJ | | KK | | Mhar | | |
| • 55+ | LD | BK | | | | | | | SS | | NL | KVR |
| Ethnicity | | | | | | | | | | | | |
| • First nations | | | | | | | | | | | | |
| • Caucasian | LD | BK | ML | ME | MH | CJ | | KK | SS | Mhar | NL | KVR |
| • Other | | | | | | | KJ | | | | | |
| Demographics | | | | | | | | | | | | |
| • Saanich | | | ML | | | | KJ | KK | SS | | | KVR |
| • Victoria | | BK | | ME | MH | CJ | | | | | NL | |
| • West Shore | | | | | | | | | | | | |
| • Gulf Island | LD | | | | | | | | | | | |
| Constituency | | | | | | | | | | | | |
| • Self-advocate | | | ML | ME | | | | | | | | |
| • Family | LD | BK | | | MH | CJ | | KK | SS | | NL | KVR |
| • Professionals whose work is related to Disability | | BK | | | MH | CJ | KJ | KK | SS | Mhar | NL | KVR |
| • Business | | | | | | | | | | | | |
| • Government | | | | | | | | | | | | |
| • Community/Non Profit | | BK | | | | CJ | KK | KK | SS | | | |
| • University/College | | | | | MH | CJ | | | | Mhar | NL | |
| • Other | | | | | | | | | | | | |
| Skills | | | | | | | | | | | | |
| • Project management | LD | | | | | | | | | | NL | |
| • Public relations | LD | | | | | | KJ | | | | NL | |
| • Planning | LD | | | | | | | | | | NL | |
| • Financial | | | | | | | | | | | | |
| • Personnel | | | | | | | | | | | | |
| • Policy | | | | | MH | | KJ | KK | | | | |
| • Legal | | | | | | | | | | | | |
| • Health | | BK | | | MH | | | | | | NL | |
| • Education | LD | | | | MH | CJ | | | | MH | NL | |
| • Quality assurance | | | | | | CJ | KJ | KK | | | | KVR |
| • Accreditation | | | | | | | KJ | KK | | | | KVR |
| • Advocacy | | BK | | | | | | | | | | |
| • Accessibility | | | | | | | | | | | | |
| • Technology | | | ML | | | | | | | | | |
| • Other | | | | | | | | | | | | |

Note:

The initials represent current Council members and the categories of the grid which they represent.

Obviously, one Council member can represent a number of the categories on the grid.

The grid can be used to identify where gaps are and to help target the knowledge and skills of prospective recruits.

3. Invite people to work on a Committee or on a specific event

Encouraging people in the community to participate on a special event or project initiated by the Council or Council Committee is a way to familiarize people with the Council. An invitation to join the Council can follow once people know more about the Council, its works, and plans and goals for the future.

4. Introduce your Council to other community committees, planning groups and event organizers

Other community committees, planning groups and event organizers may benefit from the Council's input, support, and assistance. This may lead to either recruitment of new members and / or coalitions to work toward a common vision of more inclusive and welcoming communities. Council's involvement with these groups may also raise their level of awareness of how they can be more inclusive in their planning and organizing roles. For example:

- Are their community celebrations, fairs or events that depend on community members to do some of the planning and volunteering? Do they recruit volunteers and contributors from diverse segments of the community, including people with developmental disabilities?
- Is the event being publicized to all community members, including children and adults with development disabilities and their families and friends?

5. Keep Council visible in your communities

Consider holding Council meetings in public meeting areas and posting signs so people in the community can see the Council in action and perhaps develop a curiosity about what the Council does. Regular updates can be sent to the local media so people in the community will know more about the Council and its work. The Integrated Services Manager will assist with building awareness of the work of the Council by informing Community Relations Staff of any projects, stories or events that would be of interest to the local media. Council contact information in all media stories should always be included so that interested persons can easily get in touch with the Council.

Consider different ways that individuals with developmental disabilities and family members can learn about what the Council wants to accomplish and its achievements.

- Do CLBC facilitators and analysts know about Council's work?
- How can Council keep them informed and updated?
- How can the Self-Advocate Advisor assist in keeping the Council visible in the community and with recruitment?

6. Develop a one-page summary of Council's work plan goals and achievements

Distributing a one-page summary of Council's work plan, along with a brief summary of the Council's accomplishments over the last few years to illustrate the impact of Council's work, to people who might be interested in the Council can help recruitment efforts. The Self Advocate Advisor can assist with this.

7. Use inCommon TV

Storytelling can inspire others, recognize the contributions of individuals and groups, and illustrate the impact of Council efforts to make communities more welcoming of all its members. [inCommon TV](#) is a province-wide resource that can help the Council gather and record stories of the activities the Council has organized and some of the members' personal stories of how being a Council member has been important and meaningful for them. These stories can be shared with the community, with potential members and with other Councils. For more information about how [inCommon TV](#) can teach you how to use stories to inspire and motivate, visit <http://incommon.tv>.

8. Do brief, interesting presentations about the Council

- Do a five minute presentation at Chamber of Commerce and / or business improvement association meetings about the Council's work or a particular event or activity sponsored by the Council
- Do a five minute presentation at a municipal council meeting
- The Self Advocate Advisor can help the Council create a brief presentation (e.g. verbal, power point presentation, printed materials to distribute)

9. Recruit individuals with developmental disabilities

- A Council member does not need to be receiving service from CLBC
- Self-advocacy groups in communities can be an excellent resource for recruiting new Council members
- Community living organizations in communities can be a resource to recruit new members
- When recruiting remember to talk about member expectations as well as the supports that can be provided to assist a member to participate
- CLBC facilitators and analysts can be helpful in recruiting if they are updated about the Council, including
 - ◆ what the Council is focused on (Council work plan)
 - ◆ how often and when and where the Council meets and how to contact the Council directly
 - ◆ how important it is that the Council be informed and influenced by people who have first- hand experience of the ways in which communities welcome all members and the ways people feel excluded, marginalized or invisible

10. Recruit family members

- Family members of both children and adults are welcome to join Councils -
 - ◆ it is a good idea to seek members whose family members represent different stages of the life cycle, including adolescence, young adulthood, adults in their 30's, 40's and so on
 - ◆ family members do not need to have prior experience with CLBC to participate
 - ◆ as noted above, CLBC facilitators and analysts can help in recruitment efforts if they have information about the Council

11. Recruit service providers from a range of service areas including

- ◆ Mental health and employment services, medicine and / or pharmacy

13. Recruit a broad range of community members

- Are there core industries in the local area that may want to participate as part of their social mission?
- Are there lawyers, accountants, investment advisors, bankers, employment counsellors, small business owners and / or managers, people who sell mobility aides, etc. who might respond positively to an invitation to join a Community Council?
- What faith communities and cultural groups are involved in social justice work for the community and what do they know about the Council?
- What service clubs (for example, Rotary, Kinsmen, and Optimists) are in the communities that share a concern for inclusive and welcoming communities and other social justice issues?
- Are there other community groups that are advocates for people's rights, for example, women's groups, or mental health or disability advocacy groups?

Things to keep in mind when recruiting new members

In recruiting new members, below are some things that potential recruits will likely want to know more about before they consider joining the Community Council.

- The Council's mandate
 - ◆ The Terms of Reference will provide this
- Your Council's mission, goals and work plans
 - ◆ Develop a one-page summary; the Self Advocate Advisor can help you develop this
- Time commitment needed
 - ◆ to attend Council meetings (include time usually needed to read distributed information)
 - ◆ for planning and attending events your Council will sponsor or co-sponsor
 - ◆ for Committee meetings
- Membership screening practices
 - ◆ reference checks

- ◆ criminal record check

NOTE: There is no cost for any of these and information gathered is kept in strict confidence

- Benefits of joining the Council
 - ◆ Being a Council member gives people an opportunity to
 - influence community change by creating a more welcoming and inclusive community
 - learn more about people's experiences (or share their own experiences) of what isolates them and what contributes to making them feel welcome
 - meet people in their community and / or from a broader community
 - be introduced to a diverse group of people
 - share their knowledge and experience regarding disability related services, needs and networks with individuals with developmental disabilities and with family members
 - share their knowledge and experience with CLBC regarding province-wide barriers to inclusion and citizenship for people with developmental disabilities that require change