

## RECRUITMENT

To make any activity a success on Kick Butts Day or throughout the year, recruitment is extremely important. It is key to get community members, friends, parents and legislators informed and outraged. It'll show them how important this cause is and how many people are affected by it EVERY DAY! Events are a very useful way to get the word out about your mission, get the press involved and make everything public. The bigger the event, the stronger the youth and their message become.

You may be wondering how to get people involved. Well, there are a ton of different ways. You can use facts, testimonials from people who have been through a tobacco-caused loss, pictures or anything else you can think of to show people the manipulations of Big Tobacco. Go to your school, clubs, sports teams, and community center, parks -even the streets -to get the word out. Promote your event and recruit new advocates at other popular locations - concerts, sporting events, the mall or the movies - wherever is fun and attracts a crowd. Hand out information letting people know how they can get involved - be sure to include the details: a place, time and event. Also, contact local coalitions in your area that support non-smoking or cessation centers. The key to recruitment is to get your organization's name and/or event out there as widely as possible - let everyone know what is going on!

Now all you have to do is give teens a good reason to get involved - give them incentive...show them that this cause is so important to their future as well as everyone else's. Make sure everything is FUN, youth-led and exciting to be a part of! If there are some giveaways available for your event, make that clear - who doesn't like free stuff and free food?! Let them know that there are benefits to getting involved - meeting new people, sending out a serious message, having a great time and experiencing some things that you would never even imagine!

### A FEW BENEFITS MEMBERS CAN EXPECT TO GAIN ARE:

- Leadership skills
- Recognition
- Personal Satisfaction
- New friends
- Community Service credit
- Learn from exciting and talented youth

### IN GENERAL, WHEN RECRUITING NEW MEMBERS:

- Use hard-hitting facts that will get teens psyched up.
- Expose the lies of the tobacco companies.
- Include EVERYONE, even smokers.
- Make it clear that the goal of the group is not to target smokers, but to inform youth about the harmful effects of tobacco and the tobacco industry's lies and manipulation.
- Get new members actively involved in planning and working on events to keep them engaged.
- After recruitment, the next step is to organize a session where the new members can be trained. This way, the new members can become informed and active members who can help recruit more youth. See "Activists in Training" on the next page for suggestions.

If you want to stay involved in the fight against tobacco beyond KBD then take advantage of **KICKBUTTSDAY.ORG**. Youth across the country have shared their ideas and experiences to create these resources. There is something for everyone, whether you are new to the issue and don't know where to start, a pro already leading your local campaign, or anything in between!

