



Ideas for recruiting Ricochet participants

Note: how you recruit participants for Ricochet will be dependent upon the way you deliver the program.

- ✔ Classroom activity presentations (visit classes and do a short Ricochet activity)
- ✔ School p.a. announcement
- ✔ Middle school student council presentation
- ✔ Highlight at a teacher's in-service or ask teachers to nominate youth
- ✔ Community member nomination process
- ✔ 4-H newsletter
- ✔ Letter to 4-H club leaders
- ✔ Letter to parents of 4-H members this age
- ✔ Promote at school registration
- ✔ Hold an Open House at the Extension Office
- ✔ Share information at 4-H camps or cross-promote at other ISU Extension programs
- ✔ Flyers, posters, table tents around town where youth and their parents go
- ✔ Put it on your website
- ✔ Use former participants to share and encourage younger youth to participate
- ✔ Invite key community members to lunch and learn – teach them about Ricochet so they can support/recruit (or host a community coffee).
- ✔ Identify barriers to participation and then work to minimize them (transportation, cost, competing activities)
- ✔ Ask youth to help create a fun radio PSA and ask stations that youth and their parents are likely to listen to if they would play it.
- ✔ News release to local papers
- ✔ Local cable channel



- ✔ If the County Youth Coordinator is on Facebook, put it on there.
- ✔ Text message prospective youth
- ✔ Write a 4-H blog
- ✔ Send an e-mail to parents with children in the target age group
- ✔ Put up a display at a major manufacturer or employer in the community, especially if they are helping to sponsor the program.
- ✔ Share information about Ricochet with local youth pastors
- ✔ Ask sponsors to include a promotional flyer as a bill stuffer or in their newsletter
- ✔ Have youth bring a friend night with potluck, games and an overview of Ricochet
- ✔ Have your 4-H county council members help to identify recruitment methods or nominate youth.
- ✔ Ask 4-H county council to bring a 7th-9th grader with them and mentor the youth participating in Ricochet.
- ✔ Don't forget the power of personal verbal and handwritten invitations, or phone contacts
- ✔ ENTHUSIASM, ENTHUSIASM, ENTHUSIASM. Be confident in what you're offering. Make friends. Have fun. Voice and Choice!!!!
- ✔ Be sure to let youth know this is not a pencil paper or lecture format! Ricochet is FUN!