

MY RECRUITMENT PLAN

RECRUITMENT MATERIALS

Ask my **passports** Tour Advisor for:

- Printed Itineraries
- Participant Enrollment Guides
- Promotional Posters
- Meeting Invitations
- Online Meeting Presentation

BEFORE MY MEETING

15 DAYS PRIOR

- Team up with other teachers (from other grade levels or subjects) at school.
Note: other teachers can recruit students you normally wouldn't be in contact with, and travel for free as a co-counselor on your tour! Remember: the more participants enrolled on your tour, the more cash stipends scholarships for you and your students.
- Set interim enrollment deadlines for my group, keeping in mind **passports** early enrollment benefit deadlines and my school breaks.
- Schedule parent-student meetings in line with my interim deadlines. Set 2-3 at a time, on weekdays and late enough for working parents to attend.

10 DAYS PRIOR

- Announce my meeting over the PA announcements at school.
- Hang up posters in the school library, cafeteria, hallways, classrooms, and other high traffic areas.
- Post a meeting announcement in the school bulletin and my teacher and school websites.
- Send meeting invitation flyers and itineraries home with students.
- Email students and parents the meeting invitation with an itinerary PDF attached.

5 DAYS PRIOR

- Send a second meeting invitation flyer home with students.
- Email a meeting reminder to parents and students with the meeting invitation attached.

DURING MY MEETING

- Pass out printed itineraries.
- Pass out participant enrollment guides.
- Show my custom online meeting presentation.
- Communicate my interim enrollment deadlines.
- Encourage parents to join the tour.
- If I've traveled before, ask one of my past participants to speak to the group about their experiences.
- Skype my Tour Advisor should I need additional assistance.
- Collect parent/student emails so I can update them on enrollment deadlines, application requirements, tour alerts, etc.

AFTER MY MEETING

- Email my presentation link to students who could not make the meeting.
- Post my presentation link to my teacher and school websites and social media accounts.
- Encourage students to recruit their friends via social media.
- Continue to hold meetings after school or during lunch.
- Continue to announce my trip over school PA announcements and bulletins.
- Keep a stack of printed itineraries and participant enrollment guides on my desk for interested students.
- Update potential and enrolled participants with email campaigns.
- Ask my Tour Advisor for a fundraising guide, then fundraise for my tour to help spread the word!