

Recruitment Reward – Walking DVD

Participant recruitment and retention is one of the biggest challenges for EFNEP Educators. Finding creative ways to recruit people into class and keep them coming back is crucial to the programs' success. The following is a recruitment protocol whereby we provide a reward to participants that bring a friend/family member AND both the participant and the friend/family member graduate. The reward to be given to the participant making the referral is the Walk at Home DVD. Participants may receive the DVD for the following reasons:

- 1) Bring someone to the class series at the 1st or 2nd lesson and both participants (the person making the referral/bringing the new person AND the new person) graduate.
- 2) Refer someone to the any EFNEP class series and both participants (the person making the referral/bringing the new person AND the new person) graduate.
- 3) Bring someone to a revolving class series at any point during the series and both participants (the person making the referral/bringing the new person AND the new person) graduate.

Please note: both participants must graduate for the participant bringing the recruit to receive a walking DVD. This will help encourage the person making the referral to come to all classes in the series as well as encouraging them to make sure their "new" person comes to all classes. Only participants bringing recruits will receive the walking DVD, not the person who was recruited. For new recruits to receive a DVD, they must also bring a friend or family member to their class series or refer them to another series and both of those participants must graduate.

Walking DVD Recruitment Reward Scripts: Below are scripts for the educator to use when recruiting participants and in the 1st class of a series regarding using the walking DVD as a recruitment reward:

During Recruitment:

In addition to the normal recruitment spiel "...and if you bring a friend or family member that qualifies and you both complete the series of classes, I will give you an additional reward. We have a walk at-home DVD created by Leslie Sansone (a celebrity aerobic instructor) for people to use to increase their physical activity at home. We will be doing some of the segments of this DVD in our classes. Our educators and participants love this DVD. You will get one of these for free at the end of the series if you bring someone with you that also finishes the series. So please bring at least one friend/family member with you to the first class."

During the Reminder Phone Call:

In addition to the normal reminder phone script "...and if you bring a friend or family member that qualifies and you both complete the series of classes, I will give you an additional reward. We have a walk at-home DVD created by Leslie Sansone (a celebrity aerobic instructor) for people to use to exercise at home. We will be doing some of the segments of this DVD in our classes. Our educators and participants love this DVD. You will get one of these for free at the end of the series if you bring someone with you that also finishes the series. So please bring at least one friend/family member with you to the first class."

In 1st class (or at every class for revolving class series):

At the end of the 1st class of each series, tell participants “For those of you that bring a friend or family member to our next class, if both of you finish the series, I will give you a copy of a walking DVD created by Leslie Sansone (a celebrity aerobic instructor) for people to use to increase their physical activity at home. We will be doing some of the segments of this DVD in our classes. Our educators and participants love this DVD. You will get one of these for free at the end of the series if you bring someone with you that also finishes the series. So please bring at least one friend/family member with you to the next class!”

Things to Consider:

- 1) Do a segment of the walking DVD in the 1st lesson so that participants experience the DVD and therefore would be more motivated to receive it as a reward (refer to the “Using the Walking DVD in Class” protocol).
- 2) If the referred participant has at least 6 lessons at the time the referring participant graduates, then the referring participant may receive the DVD at their graduation.
- 3) If the referred participant shows up to the referring participant’s 2nd or 3rd class, teach make-up lessons with the referred participant so that they can graduate with the referring participant; therefore, you can give the referring participant their DVD at graduation. This will save you the effort of having to find the referring participant after graduation.