

How To: Recruit for Diversity

Created by: The National Youth Activation Committee
Special Olympics Project UNIFY®

Purpose: In a group striving for social justice, diversity is one of the most important qualities in our pathway towards achieving social justice.

A school climate that fosters inclusion, acceptance, respect and human dignity for all students is the foundation upon which schools educate, motivate, and activate students. Such inclusiveness will only occur as a school intentionally focuses on the specific strategies to recruit and engage all students.

Steps to Success:

1. Reach out to advisors, officers and members of clubs at your school that are striving for the same goals as your group and ask them to collaborate.
 - a) To get members of both groups together, make your first meeting of clubs laid-back, with ice-breaker activities, pizza, and some discussion on possible unified projects to do together.
 - b) Organize and participate in a joint community service project.
 - c) Have a joint-fundraiser financially benefiting both groups.

*After you establish a good relationship with this group, it opens up communication between **other** groups that the initial group may be affiliated with and vice versa.

*Also, a larger group will get more attention from other clubs and students, promoting greater participation in your initiatives.

2. Contact your school's athletic teams.
 - a) Athletic teams often look for ways to help out the community, so you could encourage them to volunteer at a local Special Olympics event together
 - b) Recruit specific teams to volunteer at a rally or other group sponsored event.
 - c) Invite school athletic teams to your meetings. They could offer unique perspectives to further promote your cause.
3. Talk with your National Honors Society and Student Council chapter.
 - a) Organizations such as these are required to perform service hours. If you can promote their involvement in one event, many members are sure to get hooked!
4. Not all students are in clubs or athletic teams in school; make a genuine effort to reach

all students to show there are positive benefits for everyone involved.

- a) Make attention grabbing posters to hang up around your school announcing meetings and inviting everyone to participate. (You must have the proper permission).
 - b) Tell teachers about your group and ask them to mention it during their classes or include a blurb about it in their class announcements.
 - c) If possible, during lunch, show slideshows of pictures from your group's events/meetings, people working together and having fun.
 - d) Make morning and afternoon announcements that urge students to attend meetings and events, inviting everyone to participate or become involved.
 - e) Make t-shirts, and have students wear them on a certain day every week to advertise your club (Special Olympics, inclusion, students against the R-Word, etc.). On that day, have every person in your group carry around order forms so those who are interested can also purchase a shirt.
 - f) Talk with your principal or appropriate faculty member to ask if you could give a speech at the next assembly to bring awareness of those with intellectual disabilities, Special Olympics, and to get others involved in participating.
 - g) Get permission to visit homerooms with information and sign-up sheets for possible recruitment to events or to recruit new members.
5. Go to other local or community groups and organizations; such as girl/boy scout troops boys and girls club, church groups, etc. to talk to them about your cause

*Be certain to share with classmates that your club is based on acceptance and unity. *Everyone* is welcomed because every individual has something to offer others.

*Be sure to leave time for questions.