



Special Olympics  
**Unified Champion  
Schools**

# How to Recruit for Diversity

*Created By: The National Youth Activation Committee- Special Olympics*

**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. Make your first meeting of clubs laid-back. Include ice-breaker activities, pizza, and discussion on possible unified projects your clubs can do together.
  - b. Organize and participate in a joint community service project.
  - c. Have a joint-fundraiser where both groups can raise money.

*[These steps will help open up communication between different groups and help expand the network of clubs.]*

*[Larger groups get more attention from other clubs and students, promoting greater participation in all efforts.]*

2. **Contact your school's athletic teams.**
  - a. Athletic teams often look for ways to help out the community. 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. Make an honest effort to reach all students to show there are positive benefits for everyone involved.**

- a. Make attention grabbing posters to hang around your school. These should have meeting times and be inviting others to come 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 in their class announcements.
- c. Show slideshows of pictures from your group's events/meetings during lunch. These should show people working together and having fun.
- d. Make morning and afternoon announcements that urge students to attend meetings and events.
- 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.). 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. and inform others 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.]*

