

# Recruiting at Community Events, Meetings, and Career Fairs

Community events, meetings, and career fairs can be a great way to get your program's name out, and—depending on the event—may also be a great recruitment resource. Since AmeriCorps programs typically have very limited time and resources to dedicate to member recruitment, you'll want to make sure that the events you commit to are worth your time and money.

Things to consider before signing up for an event:

- Who is your recruitment target audience and will they be attending this event? How many people are expected to attend the event? Is this the best way to connect with your target audience?
- Will your participation in the event outweigh the value of whatever other recruitment tasks you would be doing with that time/money?
- What are the hard costs? Often booth fees are waived or reduced for nonprofits—be sure to ask!

Some other tips from experienced recruiters include:

- Attend community meetings to let your peers know about your position(s). They may be willing to help with outreach—perhaps they know a perfect match, are willing to post flyers, or e-mail information to colleagues.
- Career fairs can be a great way to advertise your positions. It can also be a way for you to have face time with potential applicants who have seen your advertisements or other recruitment efforts and are considering applying: Sometimes just meeting you will seal the deal!
  - Most colleges have career and service fairs in the spring or fall or both. If the career fair is on a college campus, help generate interest for your position(s) by contacting professors who teach subjects related to your position's focus, send flyers to the career center, and post your positions on the job site of the college's Web site.
  - If you are located in an urban area, groups like Idealist.org (see tips on other online advertising in this section) may also host career fairs. Use the Internet to search for career fairs that happen in your area.