Make a Recruitment Plan

Your recruitment plan includes some high-level decisions about how employees can become members, along with your notes on specific strategies for finding the right people to join your movement.

Is your community open or closed? (Choose one)

☐ **Open:** Anyone can become a member at will.

☐ **Closed:** Membership is granted by the community.

How should potential members be identified? (Choose all that apply)

☐ **Self-selection:** Potential members actively seek out the community based on their awareness of the community's purpose/value.

☐ **Referral:** Current community members identify and refer potential members to the community.

☐ **Criteria-based invitations:** The community establishes specific criteria for membership (e.g. all employees with a title of "project manager") and automatically invites all those who meet the criteria.

☐ **Application:** Potential members apply to join the community and are evaluated by other community members.

☐ **Other:**

How might you raise awareness about the community throughout the organization?

How might you make it easy for people to join, apply, and/or nominate potential members?

How might you maximize the diversity of your potential member pool?