

## RTO/ERO Recruitment Strategies

### Contact/Outreach

These strategies may not apply to all School Boards, depending on their rules and regulations. It is important to maintain a good rapport with Board Human Resources Departments and Affiliates.

1. Attempt to make personal contact e.g. reach out to potential members through phone calls, visits, invitations, etc. to inform them about District/Unit receptions, breakfasts, meetings, etc.
2. Assign an RTO/ERO representative for each school or family of schools (depending on size).
3. Approach the local District School Board to discuss the possibility of using the Board mail for bulk mailing of RTO/ERO information to individual schools.
4. Contact the Boards' Human Resources departments to see if information can be forwarded to the Board Office for central staff that would qualify as members, such as supervisory officers, and educational support staff.
5. Send RTO/ERO post cards to every school/ Board site for distribution. Send an accompanying note to explain the purpose of the post cards. Send additional copies to secondary schools.
6. Assign RTO/ERO members to liaise directly with each Affiliate. Invite them to Fall and/or Spring Luncheons and Teas.
7. Have District Executive members attend affiliate retirement dinners/receptions, etc. Ask for permission to set up display booths at local affiliate events. Distribute RTO/ERO District Retirement Reception invitations personally or have affiliate Presidents give them out.
8. Send letters and or invitations to known retirees who are not yet members.
9. Place information in affiliate newsletters specifically targeted at non-members.
10. Ask members to identify former colleagues.
11. When asking members to fill out a registration ballot at RPW's, ask if they would like more information on RTO/ERO. If not destroy the ballot for privacy issues.
12. Offer District programs and services to a wide variety of age groups.
13. Recruit Associate members:
  - By referring to the appropriate section in the provincial Constitution dealing with criteria for Membership, determine who is eligible within the District and share with members in the event they are known and personal contact could be made with them.

- Meet with the School Secretary who would know eligible people within the school.
- Advertise specifically for potential Associate Members.
- Identify potential members within the community.
- Contact survivor spouses by letter or phone call to encourage membership. Sharing of membership lists with Recruitment is essential.
- Prepare package for Associate members – what's in it for them.

### Marketing Initiatives

1. Use the RTO/ERO recruitment video, whenever possible, to promote membership.
2. Bring to or send newsletters/brochures etc. to each school, as well as directly to prospective members identified by the District Executive/Recruitment team, with a sticker indicating a local contact person for membership inquiries. When delivering packages to schools speak with the Secretary and ask if there is anyone retiring and if so have them direct packages to those people or direct them to give to affiliate rep.
3. Use local media e.g. newspapers, cable TV, community bulletins, social media, such as RTO/ERO on Facebook, Twitter etc. to promote membership and District activities.
4. Invite key school staff or officials to attend/bring greetings at District functions.
5. Hold recruitment/welcome luncheons or receptions.
6. Mention Provincial and District websites in all District newsletters and flyers that may be posted in schools and Board sites i.e. [www.RTO/ERO.org](http://www.RTO/ERO.org).
7. Invite all new RTO/ERO members over the last year to attend retirement receptions.

### Internal Organization/Initiatives

1. Encourage all District members to make recruitment a priority and assist with the process in whatever way they can. Recruitment is the responsibility of all members, not just the specific recruitment team. Clearly outline to all members via newsletter/meetings who is eligible to join.
2. Encourage Districts to have their Recruitment Chairs as members of the District Executive.
3. Use a committee or team approach with the District to recruit members.

4. Offer “incentives” and “rewards” to current members who bring a non-member retiree to a District luncheon e.g. If the prospective member joins RTO/ERO, both get lunch free.
5. Work with coterminous Districts:
  - Share information between Districts.
  - Use single approach to avoid duplication of efforts.
  - Consider holding joint Executive meetings and discuss recruitment plans.
  - Coordinate timing of District Annual General Meetings.