CPAG Recruitment Suggestions

It is important to develop a diverse membership for your CPAG. We need:

“Some people who know us” - we know them
“Some people who don’t like us” - usually we know them
“Some people who don’t know us” - we may not know them

Developing your membership list of people who know us:
- Tools available include; Oval Mapping, Advisory Matrix
- Include your entire office including support staff in this process

Developing your membership list of people who don’t like us:
- This is challenging for us, however it gives us the opportunity to turn a negative into a positive.

Developing your membership list of “people you don’t know”
- Read local newspapers in county and watch for names that positively influence communities and names that positively repeat week after week
- Ask employees in various County departments who they hear from often
- Ask your County Extension Committee members for their input
- Ask County Board members / County Administrators/ County Exec’s to share who they listen to or suggestions they may have for members
- Ask who is spearheading community change ie: lobbying for new stop light, park development etc.
- Ask at local establishments, “who has a strong pulse of the community” ie… Hockey organizations, “Curves”, gatherings spots in the county

Brainstorm the following questions:

1. Who are the “power actors” in your county who influence decisions or decision makers?

2. Who are the advocates for seniors, president of senior groups, active seniors in the community?

3. Who are leaders in youth organizations, faith organizations, community organizations and political parties?

4. Who are active in special interest groups such as; environmental groups, Relay for Life, Car/ Bike clubs, Farm Organizations, Sporting clubs, Book Clubs?

Law of Numbers: Get 60 names, invite 40, 20 will join, you’ll end up with 10

NOTE: If you can’t answer the above questions, get out in the community and dialog with others to find the people of influence.