

Outreach and Recruitment Tips

To implement your AFI IDA project, you will need to recruit AFI IDA holders who can purchase an asset within the period of your grant and meet your project's requirements.

Many AFI projects recruit participants from community partners and from other programs within their own organization. Some potential AFI IDA participants include:

- Individuals who receive the Earned Income Tax Credit
- Participants eligible for or receiving TANF, Head Start, and/or LIHEAP services
- Participants in homebuyer education classes or programs
- Students completing GED classes and planning to pursue postsecondary education or training, or students involved in school-to-work programs
- Individuals who receive job training and employment services, especially those seeking to advance professionally

Think from the perspective of potential participants when promoting your program. Design materials that appeal to potential participants and place them in strategic locations.

- Use successful IDA savers as ambassadors to talk about your program
- Communicate how your program helps AFI IDA holders reach their goals
- Use language that resonates with participants
- Design promotional materials with pictures and little text, in a relevant language, and without unnecessary and confusing information and acronyms
- Place information in highly visible, high-traffic areas frequented by your target population, such as Head Start and child care facilities, community action agencies, and VITA sites
- Use the internet and social media, such as your website, Twitter account, and Facebook page, to attract potential participants

Make the math easy. Instead of advertising a match rate (like “a 3:1 match”), show people what they would gain with an IDA.

- Triple your money
- You put in \$100 and the IDA gives you \$300. For just \$100 of your money you get a total deposit of \$400

Encourage people to commit to the first step. Don't wait for potential participants to call you. Design ways to make people commit to the first appointment.

- If presenting to an audience, sign up people for appointments *at* the presentation

Develop a referral network with other organizations. Partner with organizations who work with your target population to identify people who are ready to save.

- Financial aid office staff at community and technical colleges

- Administrators and staff at high schools
- Organizations providing first-time homebuyer clubs and classes
- Faith leaders and groups
- Small Business Development Centers who work with existing microenterprises to expand their businesses
- Workforce development and job training programs or TANF employment vendors

Evaluate your outreach strategy often. Identify which methods attract the most participants and replicate them.

- Ask participants how they found out about your program
- Develop a system for tracking the number of participants who respond to each type of outreach
- Compare the cost of different outreach methods to make sure resources are used well
- Eliminate outreach strategies that do not generate new participants
- Modify or add referral partners as needed