



Three Steps for Arranging a Virtual Recruiting Event

Planning a successful recruitment event, whether online or in person, succeeds or fails based upon advance work. We need to plan, we need to reach out, and we need to confirm folks are attending. The below steps are your best bet for planning and preparing for a successful virtual recruiting event.

1

Get Your Local Event Ready

Contact the Membership and Organization Department to Get Your Local in the Organizing Database. Email Sandy Weaver at sandy.weaver@afge.org.

Locals in Broadstripes database (which is free for AFGE locals) can

- a. Email/Text Current and Potential members to personal cell or personal email addresses
- b. Map their entire local, current and potential members, by shift, location, job title, date of hire, issue, etc.
- c. Phone bank with preloaded scripts
- d. **The Organizing Department can work with you to convert agency bargaining unit lists into a functional list of personal cell and home emails- reach out now!**

2

Planning

Plan Your Event

- ▶ **Select date and time for Lunch and Learn**
- ▶ **Gather a list of topics from phone banking/blitz**
 - Assess each topic to choose which one is the most pressing and choose 1-2 topics to discuss during first meeting
- ▶ **Create an Agenda**
 - Includes introductions
 - Issues/concerns
 - Q&A
 - Follow-ups
 - Tasks
- ▶ **Contact MOD for assistance**



Contacting Members

1) First Touch: Phone Bank to plan content for the event

TWO WEEKS OUT

1. Ask what are the top 2-3 topics they want the local to discuss
2. Ask- What they want to see change
3. Ask- What are the names of members that are leaders/change makers with ideas in the local
4. Ask- will they attend event (DATE/TIME), bring a friend

2) Second Touch: Email/Text Blast via Broadstripes

ONE WEEK OUT

1. Tell- Date and Time
2. Tell- Topic
3. Ask- will they attend event (DATE/TIME), bring a friend

3) Third Touch: Email/Text Blast via Broadstripes

THREE DAYS OUT

1. Tell- Date and Time
2. Tell- how important the meeting is and how the local is requesting for their presence- they are needed
3. Ask- will they attend event (DATE/TIME), bring a friend

4) Fourth Touch: Telephone call

DAY BEFORE

1. Tell- Date and Time
2. Tell- how important the meeting is and how the local is requesting for their presence- they are needed
3. Ask- will they attend event (DATE/TIME), bring a friend

5) Fifth Touch: Email/Text Blast via Broadstripes

DAY OF EVENT

1. Tell- Date and Time
2. Tell- how excited local is to meet with current/potential
3. Ask- will they attend event (DATE/TIME), bring a friend