



## **Youth Theatre Recruitment 2022**

After two years of mostly online work, it's time to really get back into the room for person-to-person drama.

Together, let's get back to fun, creativity and reconnecting with our friends!

We've all experienced a drop in membership along the way and we all need to RECRUIT NEW MEMBERS at this critical time for Irish Youth Theatres.

Prioritise Recruitment for the next twelve months, create a strategy and do what works best for your group in your community.

### **Five Vital Steps to RECRUITING MEMBERS**

#### **1. Reconnect with Former Members**

Who are the people you lost along the way?

Are they members who were 'done with drama' pre-pandemic but remember what an important role it played in their lives?

Or are they just zoom fatigued and are ready to 'get back in the room?'

We all love it when people think of us and get in touch. It could just as simple as a phone call. Pick up the phone today. They will love to hear from you.

#### **2. Bring A Friend**

Encourage members to bring someone new. With social circles shrinking and young people forced into 'pods' and 'bubbles' they may have connected with someone new. These new people may just be interested in youth theatre, or at least willing to give it a go. They'll want to meet other new people too!

#### **3. Get Your Message Out There**

Despite loving being on stage we are quite shy about getting our message out there. If no one knows about us, how can we get them to join? One social media post or one flyer just won't cut it unfortunately. Use a variety of tools –social media, direct email, posters, flyers, badges, Parish newsletters, T-shirts, promo videos, testimonials, radio, podcasts or T.V.

#### **4. Target the Right People**

You want to get in touch with young people aged 11+ (plant the seed for next year, while you're at it too) and their parents. Use existing networks and parents' groups. Contact the schools, local youth services, libraries and community centres. Put your energy into sending your promotional material their way.

#### **5. Make it Easy for People to Join**

Create A Google Form (or similar) and include the link with every post. Get contact details. Make sure your contact details are correct, and follow every lead up personally and swiftly. Have all the information a prospect needs in one place and keep it up to date.

Think about moving payments online, -PayPal, Revolut etc. Think about your fees, what can you afford to charge or discount?

### **Some Resources to Get You Started**

#### **Youth Theatre Ireland's Membership Recruitment Resources**

<https://www.youththeatre.ie/resources/library/members-membership>

(Youth Theatre Ireland Members Only)

#### **Sample Youth Theatre Expression of Interest Form**

<https://forms.gle/dkfxfcWKhzZTdtGJ6>

This Google doc can be copied and adapted to suit your own needs. If you wish to make a copy and edit this, please email [alan@youththeatre.ie](mailto:alan@youththeatre.ie) with your request and we can grant you access.

An adaptation of this can also be used to build your *Membership Form* online.

#### **101 Ways To Get New Members For Your Organization**

<https://www.wildapricot.com/blog/ways-to-get-new-members>

Some excellent tips here to build your membership. Pick the ones that work for you.

Don't forget to let us know what really works for you.