

OUTREACH TIP SHEET

This set of tips can help you launch your efforts to recruit applicants for VISTA positions.

Personalize your outreach. While templates save time, the more you can tailor your message to specific audiences can help get your materials noticed and create a human connection.

Respond quickly and follow up. Keep a record of people who received an application from you or who requested further information. Follow up with them with a postcard, phone call, or e-mail to invite them to take the next step and apply to your program. Offer suggestions to them for completing the application.

Enlist the help of current VISTAs. Current and former VISTA Leaders and VISTAs are excellent sources for helping you identify individuals who have the experience and motivation to become VISTAs. Discuss with them their reasons for joining VISTA and have them identify ways to reach individuals with similar motivations.

Collaborate and ask for help. Check with other VISTA programs recruiting in your area. Find out how you can combine mailings or share space at events with them. They may even have a list of people they were unable to place who may be perfect for your program.

Network. People often decide to do something because someone they respect or trust has suggested it. Ask college placement officers, professors, and community leaders to promote VISTA and your project.

Say thank you. Send a thank-you letter to everyone who assisted you during your recruitment drive. This will help generate goodwill and support that can help with future recruiting needs.

Order recruitment materials. You can [order recruitment materials](#) from CNCS. The toll-free number is 800-942-2677.