

## Recruitment of VISTA Candidates

Recruitment is one of the six primary role responsibilities of the VISTA Leader. Here are some quick tips to ensure effective recruitment strategies.

VISTA stands for a **Volunteer in Service to America**. We know that, but a lot of Americans do not. Be sure you explain what “VISTA” stands for as you begin your recruiting process. Also, be clear about the mission of VISTA.

AmeriCorps VISTA members bring passion and perseverance where the need is greatest: to organizations that help eradicate poverty. VISTAs serve as a catalyst for change, living and working alongside community members to meet our nation’s most pressing challenges and advance local solutions.

Being impeccably clear about what an individual is being recruited for is the first and foremost recruitment responsibility of a VISTA leader.

### Questions to Consider

There are several factors to reflect on before you begin the actual recruitment process. The following questions will assist you in determining your priorities.

- Are you looking for a VISTA for the 1st year of the project; 2nd year; or, 3rd year? Why does this matter?
- What is the sponsoring organization’s goal in recruiting a particular VISTA?
- What questions do you need to ask to help you determine if a local or national recruit is more advantageous for your project?
- What are the advantages/disadvantages to recruiting a local or a national recruit in order to best meet the unmet needs of the community served?

### Targeted Recruitment

Your recruitment strategy needs to include several important considerations.

- First, who are you targeting?
- Who would best bring the knowledge, skills, experience, and strengths to meet the needs of the project and the community?
- Why is it important to match an individual’s strengths with the project’s needs and the sponsoring organization’s goals?