

FReeZA Committee Recruitment

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As per Section 4.4 of the *FReeZA Guidelines and Conditions of Service Delivery*, the establishment of a FReeZA committee is a key responsibility of a FReeZA organisation. The committee's role is to lead the planning and staging of events in the local community where young people themselves are the leaders, administrators and decision makers in the group. This article outlines how to develop recruitment materials and advertise for committee members.

1. Develop your message and materials

The first step is to develop a flyer that you can use to give to young people, email, print, or post on social media or online. The flyer should be youth friendly, easy to read, and if possible the design should reflect the type of events that the committee will run. There are examples of flyers and graphics used for recruiting FReeZA members on the following page.

The flyer can include:

- Name of the committee
- What potential applicants can expect to get out of it, for example:
 - Event management experience, organize events
 - Learn new skills (budgeting, promotion, etc)
 - Career planning support
 - Make new friends
 - Gain confidence
 - Have fun
- What kinds of events you will run (live gigs, skate, dance, cultural, etc)
- Age requirement of members (ie 16-25 years)
- Time commitment that may be required (ie meetings weekly or fortnightly)
- Application process if there is one – such as an application form or an interview, deadline for applications
- Contact details for the worker, organization and logo

You will also need to have a written version of the recruitment message or a media release, which can be used in emails, letters, school newsletters, local newspapers, websites, etc. Don't rely on the flyer alone – if for some reason a newspaper won't print your flyer or if an email won't show images or attachments, it will be your written copy that conveys your message.

2. Advertise for committee members

Current volunteers can be your most effective recruiters. Ask your existing committee members if they have any friends or know of any students at their school who are interested in joining. Make sure they have the resources (such as the flyer or your contact details) they need to recruit.

Ask coworkers if there are other young people in programs at your organisation who may benefit from the additional engagement or who are interested in music event management. Talk to agencies or services that may have interested clients. If your organization sends a mail out to young people or the community, include your information or flyer.

Put your flyer or call out for members on the committee's or organisation's facebook page. There may be more than one facebook page that is relevant for you to advertise on. For example some organisations have multiple facebook pages targeting different demographics in the municipality (youth, general population, community centres). Ask current volunteers and friends to share the flyer.

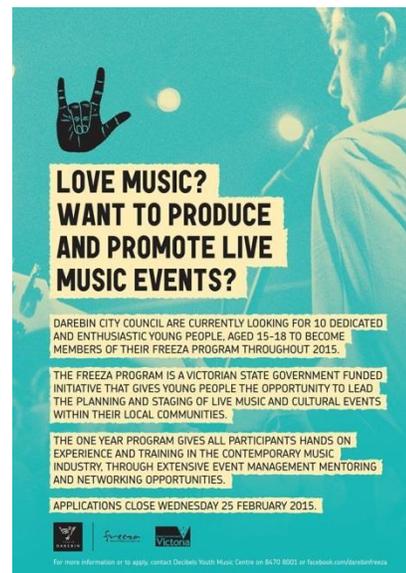
Contact schools and find out who puts together the newsletter, then send them the flyer and copy. Ask the school if you can put up posters (in the music room or around the school), if they'll read out your information in class, if you can speak at an assembly, or if you can walk around during a lunchtime handing out flyers.

Send your flyer and media release to local newspapers. If you don't have a media release, send some short copy that can be used in the community notices/classifieds section. While young people may not read newspapers or local print media, there's every chance that their parents might read it and pass the information along. Reading about an event or membership drive in the newspaper can lend credibility when parents are giving permission for young people to join.

You and your existing volunteers can do a poster run in your neighbourhood using the flyers. Put them up in shops (ask first), at the train station, at bus stops, at the skate park, on notice boards, etc.

Display your flyer at events, activities, community festivals, and programs. Make an announcement, and talk to the people in attendance. At larger community events or school information nights, set up an information table with your materials and flyers, and start engaging with young people. Don't forget to have a sheet where potential new members can fill out their contact details if they're interested.

Once a young person contacts you to express their interest in joining the committee, you may want to meet them (ie for a casual interview) or invite them to a committee meeting.



For information about getting to know volunteers, establishing a committee, running meetings, assigning roles and career planning with committee members, please contact The Push on (03) 9380 1277 or push@thepush.com.au

