

7 EASY STEPS TO RECRUITING CYL PARTICIPANTS



1. IDENTIFY a CYL champion in each of your locations.

Ideally this is someone who has had some contact with the program in the past.

Perhaps either they have been to CYL, or have spent some time visiting the CYL webpages.

- a. If you have sent participants to CYL in the past, talk to them for more recruitment tips!
- b. An On Co-op representative can come and talk with you/your team about CYL and/or introduce you to a CYL graduate so that you can better understand the program.

2. DETERMINE why you want to send a young person to CYL camp.

This will focus your recruitment strategy, and link CYL to your organizational goals or objectives.

It could include any of the following:

- a. You know someone who already has leadership skills that could be further developed.
- b. You know someone who may not have obvious leadership skills, but could learn them through CYL.
- c. To engage more young people in your organization, either for membership growth, to learn about their perspectives, or to potentially sit on a committee or task force.
- d. To support and promote the themes that CYL teaches (leadership, communication, self-awareness, personal balance, and concern for community).
- e. To reward a young person for good grades, community involvement, or participation in a sport, club or committee.
- f. To develop the co-op principles and philosophies in the next generation.
- g. You have youth education or community development funds available.

3. IDENTIFY whom you want to send to camp.

Participants require a co-operative or credit union sponsor to attend camp.

- a. The target age for CYL is between 14 and 18 years old.
- b. Do you want to approach...
 - i. Young members directly?
 - ii. Parents/grand parents who are members?
 - iii. Staff, board or volunteers about sending their own children?

4. DETERMINE how you will promote CYL to your target audience(s).

We've got lots of material. You don't need to completely reinvent the wheel!

- a. Use the marketing resources and tools available at our [Becoming a Sponsor page](#). They include a sample notice for your newsletter, plus posters, brochures, photos, videos, CYL logos and other tips you can download. Borrow from what On Co-op has already created: any of our CYL information, whether in print or electronic format, can be used by you to promote CYL and recruit participants.
- b. Educate your staff, managers and board about CYL. Have your CYL champion or a CYL graduate talk to staff in your other locations. If you have a staff newsletter, bulletin board or intranet, place information there.
- c. Put up posters, signs and displays in your locations. Perhaps a CYL grad could be in your location at a peak time to assist your staff.
- d. Have your staff start conversations with the target group you want to attract. Posters and webpages can create some awareness, but you will have to promote CYL by talking to people!
- e. Include CYL in your youth and general member print and electronic newsletters no later than March/April, and preferably January/February. Place notices on your website (on the main page and/or your youth or community development pages). Include a link to the CYL pages (www.ontario.coop/cyl) and check that it works, or feature a PDF copy of the most recent CYL newsletter so that visitors can learn more.

5. **SELECT** your CYL young person(s).

Depending on the number of participants you are sending, the time you wish to spend on this, and your recruitment goals, you may want to consider any or all of the following:

- a. Have each candidate submit a short essay on why he/she wishes to go to camp.
- b. Have the candidate meet with your CYL champion or someone else from your organization.
- c. Draw names from all those who apply. (Note – CYL is a three-year program and On Co-op recommends that participants attend all three years sequentially if possible, which is sometimes difficult if you choose candidates using a lottery system.)
- d. When accepting candidates, have a discussion with them about how your organization can use their new skills, through the year. The participant should, at the very least, talk to your board, staff or membership about his/her camp experiences, and send you a photo, thank you letter or testimonial you can use to promote CYL next year.

6. **Have them APPLY** to CYL.

- a. Once you have qualified your young person(s) to attend camp, they still must apply to CYL online. (It is important to note that *qualification* by your organization does NOT guarantee *acceptance* by On Co-op/CYL.)
- b. The participant includes their contribution fee with the application, or sends a cheque to On Co-op. (If your organization also pays for the participant fee, that amount must reach On Co-op before the application can be processed. We cannot 'reserve' spots in CYL; applications will not be processed until participant contribution fee has been received and all of the application information has been received.)
- c. Your organization remits the sponsor portion of the CYL program fee to On Co-op for each participant.
- d. Be sure your participant has information on your organization (mission/philosophy, size, locations, products/services, etc) to share with others at camp. This also helps your participant learn more about you!

7. **CONTINUE** the relationship after camp.

Congratulations! You have helped to develop a new set of skills in a young person, and you are starting to develop a relationship.

- a. Put a summary of your participant's camp experiences in a newsletter, on your website, blog or Facebook page, or on a poster in your locations.
- b. Integrate the CYL participant into your organization all year 'round. Have them speak at a gathering, assist at meetings, sit on a youth panel, volunteer during fundraisers, etc. You have the opportunity to strengthen your relationship with this young person, and truly assist in the development of the next generation of leaders.
- c. Be sure to include CYL in your budget for next year. If you're able, consider sending a staff or board member as a Facilitator or guest speaker, or perhaps becoming a corporate sponsor.
- d. Begin to make a list of who could be approached to attend camp next year.

Co-operative Young Leaders Camp...

- Provides young people with a fantastic summer camp experience
- Develops leadership and communication skills, and fosters self-confidence
- Creates a stronger awareness of co-ops and co-operative principles

Along the way, amazing things happen - a touch of magic you'll only find at CYL.

CYL-ers develop new support networks and peer groups. They have the opportunity to learn more about themselves and their world. They discover new ideas and perspectives