



7 EASY STEPS FOR **CYL** RECRUITMENT



What *your location* can do help young members have the summer of their lives!

1. **Identify** a CYL champion in each of your locations.
2. Determine **why** you want to send a young person to CYLL camp.
3. **Identify** who you want to send to camp.
4. Determine how you will **promote** CYL to your target audience(s).
5. Select your CYL young person(s).
6. Send in the paperwork.
7. Continue the relationship after camp.

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7 ABSOLUTELY EASY STEPS TO FOR CYL RECRUITMENT

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, or someone they know, has been to CYL, or they spent some time visiting the CYL webpages. To effectively recruit for CYL, you'll need someone in each of your branches to champion the program and be a resource for the rest of the team.

- a. If you have sent participants to CYL in the past, talk to them for tips and to learn about CYL!
- b. On Co-op would be pleased to talk with your about CYL and/or bring along a CYL graduate to talk to you. Contact us and we can do a Lunch-And- Learn session for your staff, or meet with your board or member engagement committee or ...

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

This will help focus the rest of your recruitment strategy, and link CYL to your organizational goals or objectives. It could include any or all of the following:

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

3. Identify who you want to send to camp.

The target age for CYL is between 14 and 18 years old. Do you want to approach...

- a. Young members directly.
- b. Parents/grand parents who are members.
- c. Staff, board or volunteers about sending their own children.



Each of those groups have different needs and ways they should be approached. Young members, for example, may become interested if you talk to them about the fun aspects of camp. Parents might like more information on the harder-skills learned at camp, and would want to spend time looking at the brochure and the CYL website.

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

Marketing resources are available from www.ontario.coop/cyl > Sponsors. They include a sample notice for your newsletter or website, plus posters, brochures, photos, videos, CYL logos and other tips you can download. Any information in the CYL newsletter, CYL e-bulletin, found on the On Co-op or CYL webpages may be used to promote CYL and recruit participants. Additional photos and other information can be provided by On Co-op upon request.

- a. Have the CYL champion talk to other staff in your locations so they are aware of the types of people they should start conversations about CYL with. If you have a staff newsletter, bulletin board or intranet, be sure to place information about CYL on it.
- b. Include CYL in your youth and general member print and electronic newsletters no later than March/April, and preferably January/February. (Camp starts in June and sessions fill up fast.) Remember... families have vacation and other schedules to manage.)
- c. Put up posters and signs in your locations to spark conversation; be sure to have CYL application forms and the CYL newsletter available.
- d. Place notices on your website, Facebook page, Flickr photo site or other electronic media. Include a link to the CYL pages www.ontario.coop/cyl, or feature a PDF copy of the CYL newsletter so that visitors can learn more.
- e. Have a CYL guest (possibly your champion, a past CYL participant or someone from On Co-op) talk to your staff, board or members at a meeting to raise interest and awareness.



→ Here is what historically doesn't work very well: Just placing a CYL poster in your location with a sign asking those interested to talk to a staff member. CYL recruitment generally requires some level of personal contact, either by having staff/board make a few phone calls or talking to members, or by hosting a CYL information session. And people generally won't initiate the personal contact unless they have some knowledge or comfort level about the CYL program.

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 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. After camp, your 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.
- e. Note that no matter what recruitment methods you use, all participants still must complete the On Co-op/CYL application process.

6. Send in the paperwork.

Application forms are included with the CYL newsletter or can be downloaded from www.ontario.coop/cyl. Registration generally begins in mid-February. The first Junior sessions start at the end of June.

- a. **CYL fees, payment policies and registration procedures have changed from previous years, so be sure to read the application form carefully!**
- b. Once approved by your organization, participants register online or fill out a printed CYL registration form (found on the CYL newsletter or on the CYL webpages). They submit the application form and the participant portion of the CYL fee to On Co-op. Participant fees may be submitted by credit card or cheque, or through our secure online registration system.
 - You may request that they send the form to you first instead of On Co-op. **IMPORTANT NOTE:** CYL only processes applications based on when they arrive at On Co-op complete and with the participant fee included. Each CYL week has a maximum number of spots which are filled on a first-come, first-served basis. There are no waiting lists, and spots cannot be held. The only way to guarantee a spot in CYL is for On Co-op to receive a completed participant application form with the participant fee included.
- c. The sponsor (your organization) may send the sponsor payment along with the participant fee, or you may decide to send one lump sum payment for ALL your participants. Please be sure to itemize any multiple payments.
- 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!
- e. Note to all credit unions: the Ontario Credit Union Charitable Foundation can provide matching funds to send more than one participant to CYL. Contact them at www.ontariocucf.ca or 905- 592-6000 ext. 226



7. Continue the relationship after camp.

You have helped to develop a new set of skills in a young person. By using those skills throughout the year, participants continue to practice what they have learned, and your organization continues to benefit from the relationship.

- a. Put a summary of your participant's camp experiences in a newsletter, on your website 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, other great things happen. CYL-ers develop new support networks and peer groups.

They have the opportunity to learn more about themselves and the world in which they live, and they are exposed to new skills and thought processes.