

# Peer Support Networks: Recruitment – spreading the word about your first meeting

## Introduction

You have worked hard to establish your network. Now you want people to come and enjoy the benefits - you need recruits. This Quick Guide will help you think about spreading the word about your new network so people come to your first meeting.

## Let's make it happen

### *Who will benefit from your network?*

You will have already done a lot of work thinking about your value proposition and who, and what, the network is for. You have had lots of conversations with people in your community.

Make sure you keep track of everyone's names and contact details, and their interest in the network - are they potential recruits? This list will also give you a great basis to start your recruitment drive.

### *How to get the word out*

You could do some work with a volunteer marketer, if you don't have these skills yourself, to plan a recruitment campaign. This doesn't need to be very fancy, but will help you with materials and tools for advertising your first meeting, and a plan for getting the word out.

### *Marketing materials and tools*

This may include fliers, posters, business cards, or a short video (made on your phone if needed).

Be sure to make the materials accessible, include your value proposition and a warm invitation to the meeting, with all the meeting details people will need, a contact name, number and email address, and multiple ways to RSVP. Make sure to be ready to make a list when the RSVPs come in.

### *Getting your message out*

- Post fliers on community noticeboards, at your local library and council offices, in local businesses and community organisations
- Send an email invitation to those people on your contact list who would be interested in attending
- Post an invitation to those who don't have email, or give them a call
- Set up an event on Facebook and invite those in your network who might share or be interested. Post the invitation on your own social media pages and in relevant groups. Ask people to share the invitation
- Contact your supporters - community organisations, local businesses, local politicians and people of influence - ask them to share the invitation with people who would benefit from the network - they may like to put the message in their own newsletters or on their websites, or send out to an email list

## QuickGuide

- Ask the local newspaper or radio station if they would like to interview you about the network - make sure to include information on the event and how people can contact you
- Put an invitation in the local newspaper community events column
- People always appreciate personal invitations. Follow up your marketing activities with a meeting or phone call if people you know are interested or who may benefit haven't yet RSVP-ed
- Have conversations! Tell people you meet about what you are doing and if they show interest and a willingness to support, follow up with an invitation to attend, or to help get the message out
- At your first meeting, or when people are RSVP-ing, ask them how they found out about the group - this will give you a good idea of where to concentrate or improve your marketing

### Where you can find more information

See the Ten Point checklist

See Quick Guide Thinking about the value proposition that a group would offer

See Quick Guide: Understanding what resources will be needed for the group to operate

See Quick Guide: Finding organisations to assist

See Quick Guide: Who you want the peer network to be for

See Quick Guide: Hunting resources

Useful web links:

My Community Directory may be useful in finding resources in organisations in your community: <https://www.mycommunitydirectory.com.au/>

The Centre of Excellence for Peer Support (mental health) has some great resources for peer support networks:

<http://www.peersupportvic.org/index.php/2014-12-15-22-42-49/2014-12-16-02-22-27/Resources/>

Co-authored by [Queenslanders with Disability \(QDN\)](#)

