

CAT Recruitment Methods

Presentations: The organizer goes to an organizational meeting, church gathering, or school and makes a presentation about the CAT, its understandings of domestic violence and prevention efforts, asking audience members who want more information to meet at the end of the presentation. At the end of the talk, the organizer talks informally with interested individuals, inviting them to come to a CAT meeting, help with the campaign or set up a personal visit.

Community Mailing: Organizers develop written materials to explain the project and encourage involvement—such as a brochure and recruitment flyer—and mail these to residents in the community, focusing on those who have supported your organization in the past.

Farmers Market: Organizers may set up a table at the farmers market or the local mall, passing out flyers and talking to people about the CAT and opportunities for involvement. Organizers should prepare tabling materials that actively engage visitors, such as a brief survey about domestic violence they can complete on the spot or a sign-up sheet for the CAT's mailing list.

Open Houses: Organizers arrange an open house with speakers and a showing of the video *Beyond Awareness to Action: Ending Abuse of Women* (available from the Transforming Communities project).

Media Publicity: Local media may cover the open house, write editorials about the CAT's campaign, or write feature articles including information about how others can get involved.

Monthly Film Viewing: Organizers may show a series of films such as *Defending Our Lives* (featuring personal accounts from battered women serving prison terms for defending themselves against their batterers) and other relevant films. Lists of videos are available from the National Resource Center on Domestic Violence (at www.vawnet.org) and the Transforming Communities project at www.transformcommunities.org.)

Doorknocking: Doorknocking requires going door to door and asking to speak to people about the CAT and the issue you are working on. You may recruit the individual or the family into the campaign by asking them to join the CAT or inviting them to an action or event.

Personal Visits: The organizer sets up an individual meeting at a person's home. S/he presents the vision of the CAT and the campaign and asks the person to join the CAT or come to an action. A personal visit can be used to recruit new members or to persuade an active CAT member to increase his/her level of involvement.

House Meetings: Organizers find a host, who invites friends and relatives to her/his home for a meeting. The organizer leads the meeting, explaining what the CAT is and its vision. The organizer asks for input on the campaign, identifying campaign strategies and talking about possible solutions. The organizer then invites participants to join the CAT or come to a meeting.

Street Talking: The organizer goes to where potential CAT members hang out or work and engages in one-on-one conversation with individuals, explaining the campaign and asking people to join, volunteer, or come to a meeting. The initial contact is followed up by a personal visit.

