TOOL 1.4
CREATING A TARGETED OUTREACH PLAN TO RECRUIT WOMEN

This planning tool guides training programs through critical steps in creating customized strategies and messages for recruiting women. The worksheet begins with strategic goal-setting on outreach to and enrollment of women. The worksheet also asks about creating and delivering a recruitment message that overcomes misconceptions about women in nontraditional roles. Finally, use this tool to map out next steps in implementing a new recruitment strategy.

WHO SHOULD USE THIS TOOL
Outreach and recruitment staff
STRATEGIC PLANNING

1. Does your outreach and recruitment plan include a goal for reaching out to a specific number of women?
   - Yes  
   - No
   If yes, what is it? 

2. Does your outreach and recruitment plan include a specific number or percentage of women participating in orientation and information sessions?
   - Yes  
   - No
   If yes, what is it? 

3. Does your outreach and recruitment plan include a specific number or percentage of women enrolling in your training program?
   - Yes  
   - No
   If yes, what is it? 

CREATING THE MESSAGE

4. Do your current outreach and recruitment materials target women specifically?
   - Yes  
   - No
   Create a headline message for a flyer targeted to women.
   *Remember: Be relational and specific!*

5. Do you conduct outreach in and through venues that specifically attract women?
   - Yes  
   - No
   Name two or three underutilized media outlets or places that you might use to reach out to women in your community.

6. Who is your best staff member or volunteer to deliver the message?

7. Name two gender-related myths or misconceptions that might make women hesitant to explore green job opportunities and provide facts that redress them.
   - Myth: __________________________________________________________
   - Fact: __________________________________________________________
   - Myth: __________________________________________________________
   - Fact: __________________________________________________________

NEXT STEPS

8. Outline four steps that you and your team can take to improve your outreach strategies and increase the number of women participating in your program.
   > __________________________________________________________
   > __________________________________________________________
   > __________________________________________________________
   > __________________________________________________________

NOTES