

THE PINK TO GREEN TOOLKIT: ADDING A GENDER LENS TO GREEN JOBS TRAINING PROGRAMS

CREATED BY WIDER OPPORTUNITIES FOR WOMEN FOR THE GREENWAYS INITIATIVE

JLY 20:

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

THE PINK TO GREEN TOOLKIT

This tool is part of *The Pink to Green Toolkit: Adding a Gender Lens to Green Jobs Training Programs*, created by Wider Opportunities for Women for the GreenWays initiative. All tools are available online at: http://greenways.jff.org/pinktogreen

The GreenWays initiative provides high-quality workforce services to employers and to workers seeking to advance their careers in the green economy. The initiative invests in 20 workforce partnerships across six diverse industry sectors

in eight metropolitan labor markets. It builds on JFF's approach of organizing employers and workforce resources into sectoral workforce partnerships to promote career advancement for lower-skilled workers. GreenWays is supported by grants from the U.S. Department of Labor through Pathways Out of Poverty and the Green Jobs Innovation Fund.

STRATEGIC PLANNING	6. Who is your best staff member or volunteer to deliver the
1. Does your outreach and recruitment plan include a goal for reaching out to a specific number of women?	message?
☐ Yes ☐ No	7
If yes, what is it?	7. Name two gender-related myths or misconceptions that might make women hesitant to explore green job opportunities and provide facts that redress them.
2. Does your outreach and recruitment plan include a specific number or percentage of women participating in orientation and information sessions?	Myth:
☐ Yes ☐ No	
If yes, what is it?	Fact:
	NEXT STEPS
3. Does your outreach and recruitment plan include a specific number or percentage of women enrolling in your training program?	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.
☐ Yes ☐ No	>
If yes, what is it?	>
	>
CREATING THE MESSAGE	>
4. Do your current outreach and recruitment materials target	
women specifically?	NOTES
Yes No	
Create a headline message for a flyer targeted to women.	
Remember: Be relational and specific!	
Create a subtitle message (short and/or bulleted) that addresses women. >	
>	
>	
DELIVERING THE MESSAGE	
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.	