Building Recruitment Pipelines

**Have you enlisted support from current youth participants or program graduates?**
- **Yes**: Great. Assess effectiveness and consider revising processes to meet new guidelines.
- **No**: Engage youth to engage youth...
  - Enlist support from participants or graduates.
  - Host virtual forums or focus groups.
  - Collect testimonials/success stories.

**Is your program maximizing the virtual space to engage youth?**
- **Yes**: Awesome. Youth ages 16-29 spend an average of 3 hours/day on social networks.
- **No**: Bolster YARG’S virtual presence...
  - Create a youth-friendly website.
  - Leverage social media – Instagram, YouTube & Twitter.
  - Connect with social influencers.
  - Create a catchy hashtag or tag line.

**Are partnerships established with organizations that can refer youth?**
- **Yes**: Excellent. Streamline referral procedures and host virtual information sessions.
- **No**: Cast a wider net...
  - Consider partnerships with schools, faith-based organizations, juvenile justice, foster care, parks and recreation, and human services agencies.

**Is your program utilizing traditional media to promote the YARG program?**
- **Yes**: Terrific. Radio and television can still be effective outlets to target youth and their parents.
- **No**: “Old school” meets new school...
  - Connect with local radio and TV stations to arrange features about the program.
  - Collaborate with local radio and television personalities to request endorsements.