



# Member Recruitment

**noregrets**

Parachute 

# Benefits of No Regrets

Participating in the No Regrets peer leadership program has a host of benefits, not only when it comes to reducing injury rates at your community, but also to the growth and development of skills of those who lead the program. Youth who are involved in the core No Regrets group at their school/community develop planning, organization, time management, and leadership skills. No Regrets isn't just about hosting fun activities, it is about working together to make a change in the way your peers think about injury. It is a big job!

Youth who have been involved in the No Regrets program in the past have gone on to receive awards, win scholarships, and identify new career paths following high school. Youth have reported that their involvement in Parachute has opened their eyes to the issue of injury, motivated them to make a positive impact on their world and sometimes even led to recognition from community leaders. Other youth enjoy being a part of No Regrets because it is part of a larger movement across Canada, it expands their social networks, and engages them in other opportunities, such as conferences and travel.

These are all important points to remember when recruiting members to your No Regrets team at school – it always helps to advertise the benefits of participation!

## Why do People Join Groups?

Examining why people join groups can be helpful when recruiting team members. Many factors play a role in determining whether or not a person will join a group. Youth might be interested in joining No Regrets for the following reasons:

- They are concerned about injury—for example, a family member or a friend may have been hurt or killed in a preventable incident.
- They want to learn more about injury prevention, health promotion, or risk management.
- They wish to join friends who are already members — be sure to encourage members to promote the group.

- They would like to gain leadership skills.
- They want to volunteer and meet required volunteer hours.

## How to Successfully Recruit Members

Recruiting members and keeping members engaged can be challenging. Youth are busy with schoolwork, sports, social lives, and other clubs. It's important for you to appeal to what young people are looking for and involve people who can promote the program to students of all ages. Here are some ideas:

Appeal to motivating factors – volunteer hours, experience for a resume, looks great on university and college applications! Talk to your guidance counsellor and let them know about the program so they can share the information with students.

Involve popular and motivated teachers! Teachers can encourage students to join the No Regrets team.

In a school setting, hang recruitment posters up where youth gather. Coordinate an introductory event that is fun and upbeat and recruit members there. Begin by thinking about what could motivate people to join your group and try to incorporate those features into your posters and announcements.

# No Regrets Group Composition Worksheet

The purpose of this worksheet is to help you brainstorm what size and composition of group will be most effective in your school/ community, before you start recruiting members. It can also be applied to a community setting. There are no right or wrong answers – this is to initiate the thought process to create an effective group.

How many students are at our school, group, community?

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Are there any groups with a similar goal at your school or in your community (e.g., Students Against Destructive Decisions) that we could collaborate with?

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What are some of the successful groups at our school or in your community?

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How many students/youth do they have in their group?

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What makes the other groups successful? Why do people want to join them?

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Based on the results of our needs assessment, what is the main risky activity we want to focus on?

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Do we know anyone that engages in that activity we could recruit to join our group?

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Based on the number of students in our school/ community, the sizes of other student groups in the school/ community, and types of activities we want to accomplish, how many people should we recruit?

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How will we recruit them?

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# Recruitment Ideas

Parachute is always collecting recruitment strategies from other teams across the country, as your peers are the experts!

*One school uses an application system to narrow down the applicants – this way they ensure that team members are engaged and excited to be a part of the team. This is at a large school, with over 2,000 students, so the No Regrets group consists of about 20 members, all taking on different tasks and initiatives throughout the year.*

*When No Regrets comes to a school, sometimes there are already similar groups in action, such as Canadian Youth Against Impaired Decisions or Students Against Destructive Decisions. No Regrets groups will collaborate with these groups, as they all have a similar goal in mind. There is no use competing against them for student attention! Schools that adopt this strategy are sure to interject positive messaging into all activities to ensure students are empowered to manage their own risk.*

*Leaders in the school are great to take on No Regrets and this strategy sees some schools using the No Regrets program in a leadership class as a project or as a student council initiative. Make sure that if you use this method that there is a plan in place for when the class is over or student council membership changes.*