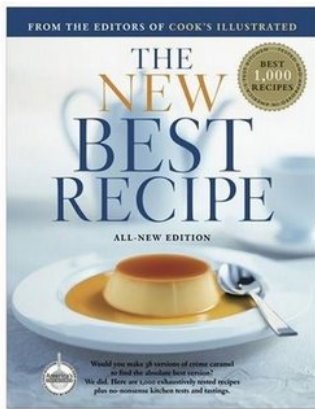


Recruitment & Motivating young people

What to bear in mind when you want to make the step to
non-involved youth



Not a cooking book with clear recepies

- Rather what are the good ingredients . . .



Not a cooking book with clear recepies

- What are the healthy ones . . .



Not a cooking book with clear recepies

- What are the rotten ones . . .



Not a cooking book with clear recepies

- How to cook in an appealing way



Not a cooking book with clear recepies

- And how to eat from it in way that you'll run away from it...





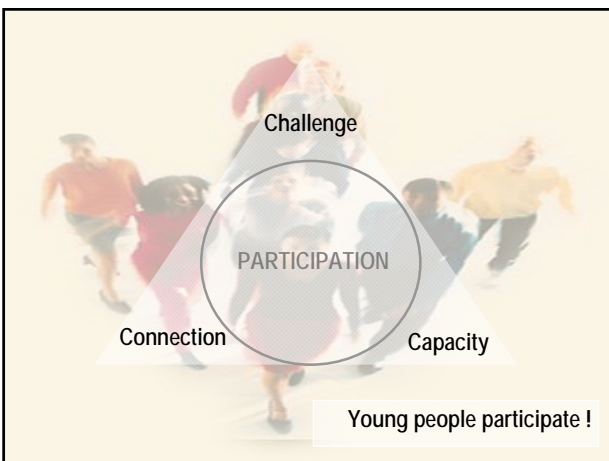
What kind of youngsters do you want to involve?

- What type of people do you have in mind?
 - Subculture?
 - Engagement? Free time? Background?
 - What do know you about them?
 - What kind of participation do they expect?
 - What kind of participation do you expect?

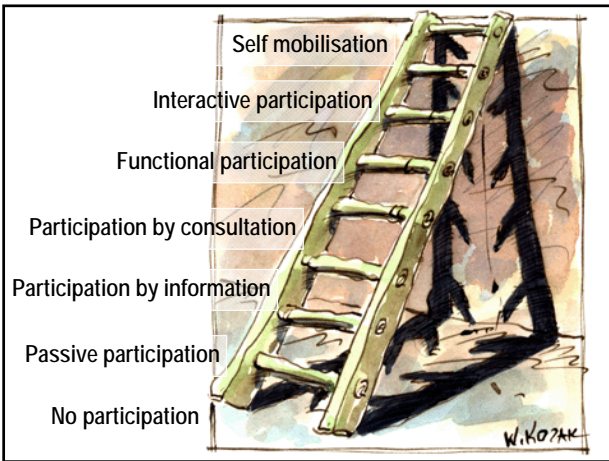


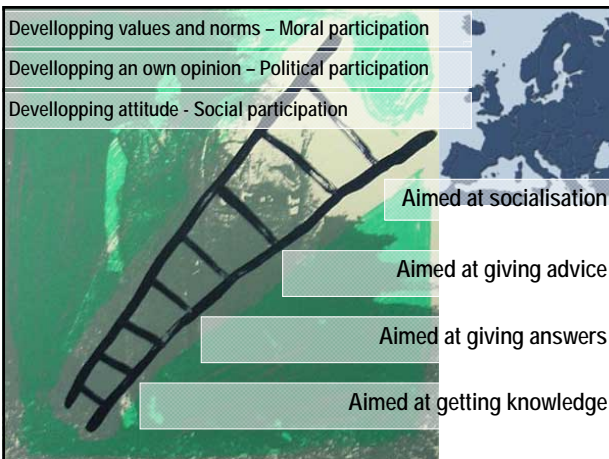
Youngsters are not a heterogenous group with the same interests, education, lifestyle choices,....

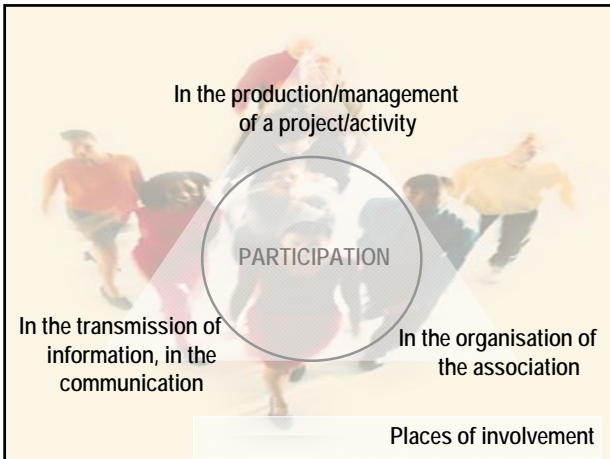


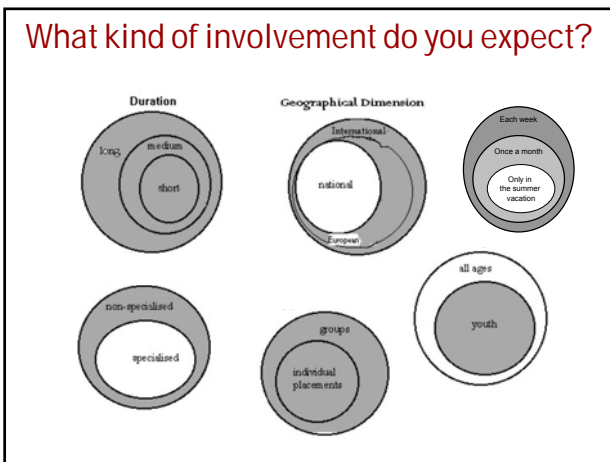


What type of participation do you expect?







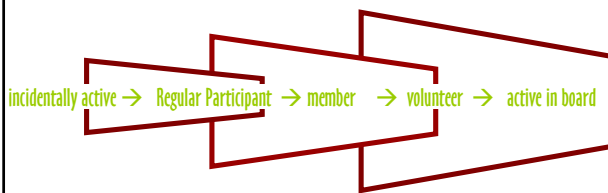




Some background...

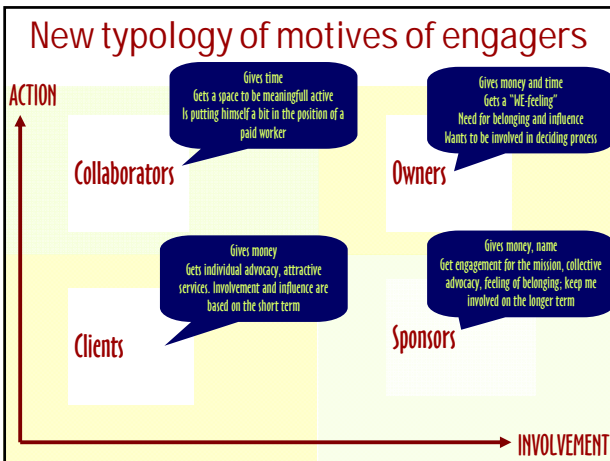
History lesson

- Old mechanism of engagement:



Some evolutions

- "Members" are becoming "clients": they want RETURN for what they give
- youngsters are ZAPPING
- Professionalization is putting organizations democracy under pression
 - Involvement in the decision making, influence,...

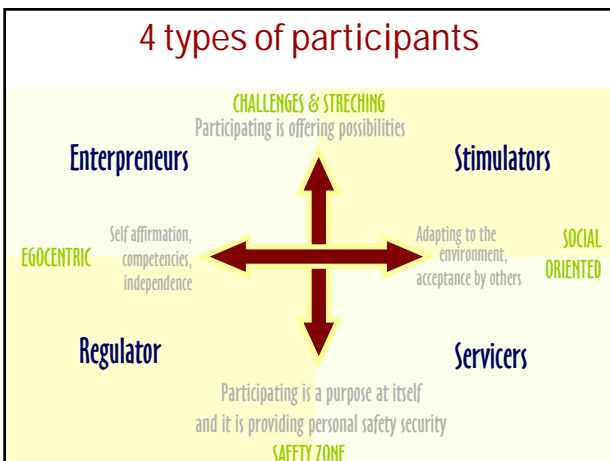


Participants/Members become "clients"

- Expectations of more quality and service
- Questioning the balance between "input" (costs, energy) and "output" (return)

—EXCHANGE MOTIVES

- Being a participant ≠ being a member ≠ being a volunteer ≠ being part of
- involvement = exchange

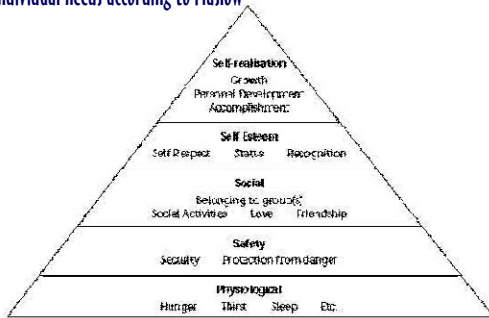


4 types of participants

- **Entrepreneurs** are looking to participation as a challenge and a way to develop themselves. They are more focused to selfconfirmation and acceptance by others.
- **Stimulators** are looking to participating from the side of opportunities, but they have the need for social acceptance, and recognition by the environment.
- **Regulators** are looking also for some security and safety in the engagement. They are close with the organisational management and they like to take/pull responsibilities and auditing/controlling functions, in which they are self centered, rather than social centered.
- **Servicers** are looking for rest and security. They are also focussed on social acceptance. Care for others, and appreciation by others are important. Limited taskdescription are offering security and safety that they need.

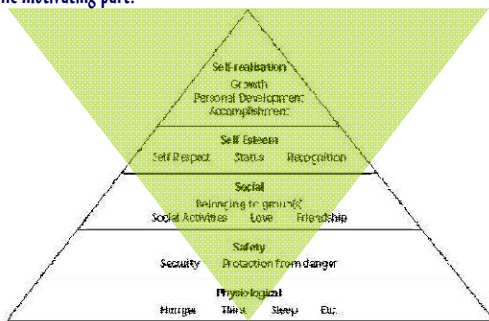
Motivation for involvement

- Individual needs according to Maslow

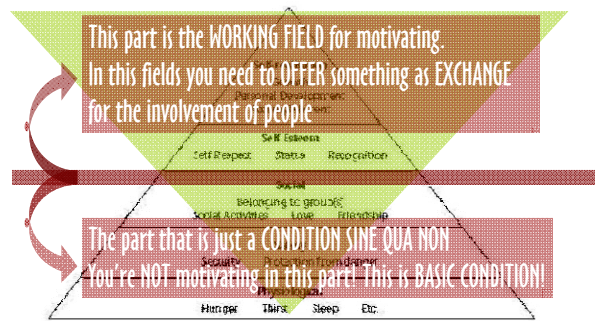


Motivation of involvement

- The motivating part:

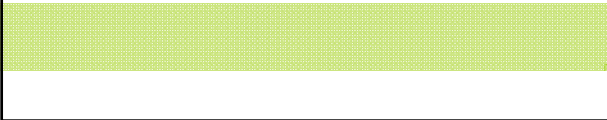


Motivation for involvement

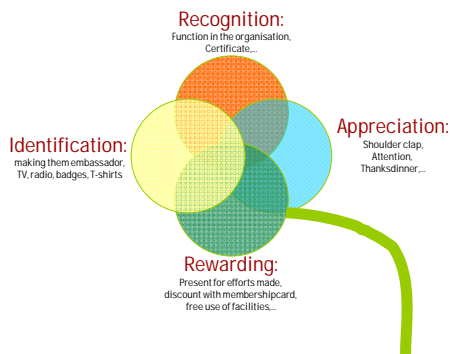


Motivation for involvement

- = looking for the **EXCHANGE MOTIVES**
- Of the people involved



Concrete actions



Recruitment

- Necessesity?

- From the eyes of a young person:

- What is the exchange motive?
 - What does the youngster gives?
 - What does the youngster gets?

- Determine the profile

- Tasks / roles / key aspects of the engagement
 - Required competencies

What you give is what you get

- The giving hand

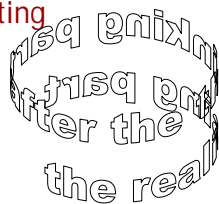


- The taking hand



HOW DO YOUNG PEOPLE PERCEIVE YOU?

Recruitment
&
youth marketing



Imago, positioning and identity

Your identity

- What do you do exactly?
- What kind of working do you have?
- Who are you?



Your image

- Which image do you think you have? - Which image would you like to have?
- Which image do you declare to have? - Which image do you pretend to have?



Your real image

- Do young people in the street see and know you the same?
- Are you perceived in the same way?



Some examples





Red Cross

From the website of the red cross: WE DO...

- Disaster management
- Health activities





Red Cross

Image for recruiting:





Red Cross

Image for recruiting:





Red Cross

Image for recruiting:





Red Cross

How can it be perceived in the street in a village:

They come to your house, and they ask for your money





Red Cross

And if that's not enough...

They even ask for your blood!



Some examples

- <http://letozoo8.plusko.net/> <-> www.chiro.be

What's your position in the field?



... Don't be afraid of others, because they are bigger than you.
The real size could be measured in the wisdom.



The doing part

trick
tips and

Tips and tricks

- How and where to find them:
 - Go to places where you don't go yourself
- How to make contact with them:
 - if you want to be fancy, make that you have fancy image (website, facebook, link-in, SMS-services...)
- How to attract the attention:
 - the messages that are read the most, are the ones at the door of the toilets in the schools
- How to make up and deliver your message: what content, in which way, with what kind of means, which medium, ...
 - don't use YOUR way, use the YOUNGSTERS ways

Tips and tricks

- How to catch him/her if he/she is getting interested
 - do you enter in a house where there is a sign "dangerous dog"? Think about possible barriers in your place (physical, mental, environment, ...)
- How to welcome him/her when he/s coming?
 - My girlfriend is always getting more youngsters in the club with her sexy appearance then myself with my serious talks...
- How to keep him?
 - Think about the identification – rewarding – recognition – appreciation... 😊

Thank you for listening