Southern New Hampshire Services, Inc.

Head Start/Early Head Start

**RECRUITMENT GUIDELINES**

As families participating in the Head Start program, you play a large role in program recruitment. You are the face of our program to your friends and neighbors and have first-hand knowledge of the quality and benefits of the program. You also know your community and can help us create a recruitment plan which speaks to your community’s unique needs. As you go out in your community and speak to people about Head Start remember these helpful hints:

**DO:**

* Tell your “Head Start Story” to friends, relatives and neighbors.
* Focus on the positive role Head Start has played in your family
* Keep postcards handy to distribute when you are out in the community
* Let people know that we are taking applications for next fall
* Mention the opportunities for parent involvement and the parent support available
* Encourage people to contact the center with any specific questions they may have
* Respect “No Thank You”. If others are not interested, don’t continue.
* Give Head Start staff ideas on where to hang flyers in the community
* Let Head Start staff know of any community events or opportunities for recruitment and outreach

**DON’T:**

* Discuss eligibility guidelines. Encourage all who are interested to call for more information and to apply if interested.
* Ask personal questions of families that they may be uncomfortable answering
* Share personal information. Focus on what Head Start has to offer children and families.