

RECRUITMENT 101



YOUR GUIDE TO RECRUITMENT AND HELPING CANADIANS WITH ARTHRITIS!

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WELCOME TO RECRUITMENT 101! THANK YOU FOR JOINING US AS WE FIGHT ARTHRITIS AND IMPROVE LIVES ACROSS CANADA.

IN THIS GUIDE YOU'LL FIND USEFUL TIPS AND TOOLS TO HELP ENSURE YOUR RECRUITMENT EFFORTS ARE SUCCESSFUL AND FUN!

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WHY WE WANT YOU TO WALK TO FIGHT ARTHRITIS

One in six Canadians live with the pain of arthritis, and within a generation, there will be a new diagnosis of osteoarthritis in Canada every 60 seconds.

The Arthritis Society exists to support the more than 4.6 million Canadians living with arthritis. Today, we want you to walk with us to fight arthritis. Through the Walk to Fight Arthritis, we can set lives in motion and help people living with this devastating disease.

We're walking to build awareness, raise funds, and transform the lives of Canadians with arthritis. Through your efforts and support, we can achieve our vision: living well while creating a future without arthritis.

Join the movement!



WALKING IS ONE OF THE BEST WAYS FOR PEOPLE WITH ARTHRITIS TO KEEP MOVING. MOVEMENT ENABLES JOINTS TO RECEIVE OXYGEN AND NUTRITION IS ESSENTIAL FOR MAINTAINING JOINT HEALTH.

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YOU'RE MAKING A DIFFERENCE FOR CANADIANS LIVING WITH ARTHRITIS!



MEET ETHAN. ETHAN IS FIVE YEARS OLD. HE WAS DIAGNOSED WITH JUVENILE IDIOPATHIC ARTHRITIS IN JUNE 2012. WHEN ETHAN GROWS UP, HE WANTS TO BE A DOCTOR AND FIND A CURE FOR ARTHRITIS. UNTIL THEN, HE'S COMMITTED HIMSELF TO RAISING \$100,000 IN SUPPORT OF ARTHRITIS RESEARCH AND PROGRAMS!

When you walk to fight arthritis, your participation supports:

- Research that is helping create a future without arthritis.
- Programs, services, and support that help people manage their arthritis.
- Advocacy and awareness-building work that give a voice to the 4.6 million Canadians living with arthritis.

Your participation, and the participation of your friends, family, colleagues, and community help tens of thousands of Canadians as they strive each and every day to conquer their pain.

Thank you for making a difference!



DID YOU KNOW THAT MORE THAN 60,000 CHILDREN AND YOUTHS IN CANADA LIVE WITH ARTHRITIS?

THROUGH THE WALK TO FIGHT ARTHRITIS, YOU CAN BUILD COMMUNITY SUPPORT THAT WILL HELP THESE KIDS BE KIDS.

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HOW TO GET STARTED

1. Join the movement! Register at www.walktofightarthritis.ca if you haven't already done so.
2. Set your personal recruitment goal. Do you want to walk with a few friends or recruit a large team?
3. Start asking! Invite friends, family, colleagues, neighbours to join your Walk team or make a gift. A big reason why people don't donate or participate is because **NO ONE ASKED!** Give them an opportunity to be a part of something meaningful and wonderful. So always remember to ask!
4. Promote our event. Tell everyone you know about the Walk to Fight Arthritis, and show them, through your own example, how easy it is to help transform the lives of people living with arthritis!
5. When people join your team, thank them via email or personal phone call.



**DO YOU HAVE ANY QUESTIONS OR IDEAS ABOUT RECRUITING FOR
THE ARTHRITIS SOCIETY'S WALK TO FIGHT ARTHRITIS?**

**CONTACT US AND WE WOULD BE HAPPY TO HELP! REACH US AT
1.800.321.1433.**

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TOP TIPS FOR RECRUITING SUCCESS

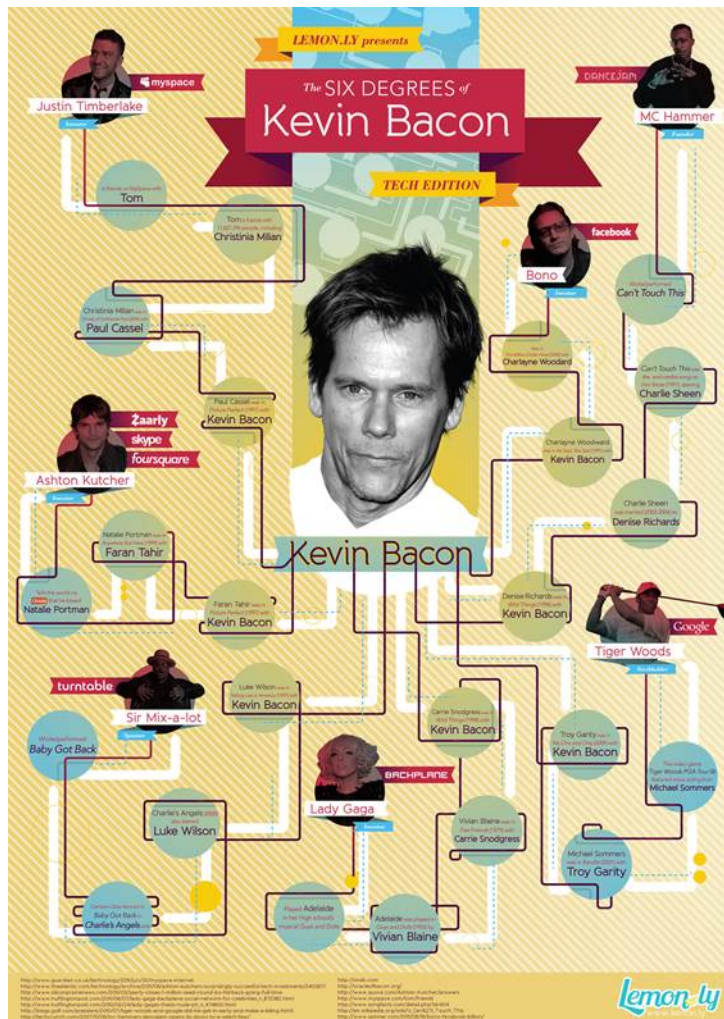
1. **HAVE FUN!** If you're having a great time recruiting and walking to fight arthritis, so will others. The more fun you're having, the more likely people will join and support you!
2. **TELL PEOPLE WHY.** Let people know why you're involved with The Arthritis Society. If you have a personal reason you're happy sharing, tell your story – do you or one of your family members have arthritis? Are you inspired by someone you know with arthritis? Do you want to help find a cure for this disease? Do you believe in being active and healthy? Remember to also let people know how their support will make a difference in the lives of people living with arthritis.
3. **ALWAYS ASK.** Most people's reason for helping is because they were asked – so always remember to ask!
4. **MAKE A LIST OF ALL THE PEOPLE YOU KNOW AND ASK THEM TO JOIN YOUR TEAM.** We've included an easy exercise at [here](#) to help you build your list of potential supporters!
5. **STAY IN TOUCH.** Send regular updates to your team to motivate them to stay involved, and forward updates to potential new recruits. Post messages on the Team fundraising page, send group emails or create a Facebook group.



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SIX DEGREES OF WHO YOU KNOW



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TOP RECRUITMENT IDEAS

It's a fact that teams raise more for the Walk than individual walkers! Here are some ideas and tips to help you recruit:

1. It's easiest to develop relationships and recruit people you have already engaged or who are engaged as a group. Determine amongst your family, friends, associations, and sports teams if there are existing networks you can build upon to build your team!
2. Ask people to join your team based on what motivates them the most. It's important to know WHY people participate in a fundraising event. There are 5 main drivers for participation: Affinity to the organization, Affinity to the Cause, Affinity to 3rd Party Group, Affinity to activity, & Affinity to participants. By asking potential team members why they would participate, you can determine whether they are close to our organization, our cause, our participants, our event, or our community and then find the right way to communicate with them to achieve greater recruitment success!
3. Encourage your team members to spread the word about the Walk to their networks to continue increasing team numbers!



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PROMOTING RECRUITMENT

- **Contact your local community newspaper to promote your story and the Walk to Fight Arthritis.**
- **Use your social media network! Let your friends on Facebook and your Twitter followers know that you're recruiting to fight arthritis!**
- **Get in touch with your local community centre, fitness centre, or restaurant. Ask if you can put up a Walk poster in their location, or if you can include a volunteer or participant posting in the community bulletin. Contact your local Walk support staff if you would like to receive Walk posters!**
- **If a reporter hears about the Walk through your recruitment efforts, and asks you for information about arthritis, The Arthritis Society or the Walk to Fight Arthritis, please refer them to your local Walk support staff.**



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SUPPORTING YOUR TEAM

Hooray, you've built yourself a strong team of Walk participants! Here are a few ideas and tips to keep them engaged and feeling supported:

- Send them weekly email updates via the Participant Centre about the team's growth and fundraising successes.
- Organize team-building activities, like a pre-event meet-and-greet or a fundraiser to help build excitement and support for the Walk.
- Create a team challenge by setting a team fundraising goal and/or an individual team fundraising minimum and encouraging 100% team fundraising participation.
- A week before the Walk, send out Walk day information including the location and map, registration and Walk start times, the team meeting place and time, your contact information, and a helpful list of items to bring (comfortable walking shoes and weather-appropriate attire; donation forms and all cash and cheque donations; sunscreen; a camera; etc.)
- After the Walk, bring your team together to celebrate your achievements, share your favourite moments, and make plans for next year's Walk!



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TALKING ABOUT RECRUITMENT

When you're recruiting, the message you convey should be inviting and encourage people to become involved with the Walk. You can use the structure below to tailor your message and its delivery to attract the participants, fundraisers, and volunteers you're looking for, while reaching out to appropriate groups.

Each message should identify:

- *The specific need:*
Join my Walk team and fundraise to fight arthritis!
- *How the participant can alleviate the need:*
Walk with me on June 7 and ask your friends and family to donate!

In preparing your recruitment request, ask yourself the following questions:

- Does the message honour the potential participant?
- Is the message tailored to my target audience?
- Does my message share my story or a story about people living with arthritis?
- Who in the organization can best deliver this message? Me? My boss?



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SAYING THANK YOU!

The Arthritis Society thanks you for your efforts to recruit for the arthritis cause. Your support is making a real difference. We hope you will thank your community of supporters and share with them the reason why their participation is so important. Without community support, The Arthritis Society couldn't do the vital work they do to support the 4.6 million Canadians living with arthritis.

Here are a few easy ways to thank team members and donors for their support:

INDIVIDUAL RECOGNITION

- Send out individual thank you emails or hand-written letters.
- Call your top supporters and thank them personally for their support.

GROUP RECOGNITION

- Send out a group email highlighting your team's accomplishments and the amount they helped raise.
- Organize a get-together with your team members and acknowledge their individual contributions in front of the group.



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CONTACT YOUR LOCAL WALK SUPPORT STAFF

ALBERTA

- **CALGARY** : Brain Malone – CALGARYWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **EDMONTON** – Brian Malone – EDMONTONWALKTOFIGHTARTHRITIS@ARTHRITIS.CA

BRITISH COLUMBIA

- **KELOWNA** – KELOWNAWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **VANCOUVER** – VANCOUVERWALKTOFIGHTARTHRITIS@ARTHRITIS.CA

MANITOBA

- **WINNIPEG** – Genny Sacco-Bak – WINNIPEGWALKTOFIGHTARTHRITIS@ARTHRITIS.CA

NEW BRUNSWICK

- **FREDERICTON** – Adam Richardson – FREDERICTONWALKTOFIGHTARTHRITIS@ARTHRITIS.CA

NEWFOUNDLAND & LABRADOR

- **PARADISE** –Melanie McMillan – PARADISEWALKTOFIGHTARTHRITIS@ARTHRITIS.CA

NOVA SCOTIA

- **HALIFAX** – Adam Richardson – HALIFAXWALKTOFIGHTARTHRITIS@ARTHRITIS.CA



**THANK YOU FOR SUPPORTING THE WALK TO FIGHT ARTHRITIS AND
GOOD LUCK WITH YOUR RECRUITMENT EFFORTS!**

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CONTACT YOUR LOCAL WALK SUPPORT STAFF

ONTARIO

- **BELLEVILLE** – Jason Husak– BELLEVILLEWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **BURLINGTON** – Danila Scornaienchi – BURLINGTONWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **COLLINGWOOD** – Dave Mossman COLLINGWOODWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **KITCHENER** – Jennifer Murray– KITCHENERWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **LONDON** – Dan Knight– LONDONWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **MISSISSAUGA** – Dave Mossman– MISSISSAUGAWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **OTTAWA** – Jason Hussak– OTTAWAWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **PETERBOROUGH** – Karen Thomson– PETERBOROUGHWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **THUNDER BAY** – Linda Urry– THUNDERBAYWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **TORONTO** – Dave Mossman– TORONTOWALKTOFIGHTARTHRITIS@ARTHRITIS.CA
- **WINDSOR** – Rochelle Ten Haaf– WINDSORWALKTOFIGHTARTHRITIS@ARTHRITIS.CA

PRINCE EDWARD ISLAND

- **CHARLOTTETOWN** – Adam Richardson – CHARLOTTETOWNWALKTOFIGHTARTHRITIS@ARTHRITIS.CA



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CONTACT YOUR LOCAL WALK SUPPORT STAFF

QUEBEC

- **MONTREAL** – Benoit Duhamel– MARCHEMONTREAL@ARTHRITE.CA
- **QUEBEC CITY** – Benoit Duhamel– MARCHEQUEBEC@ARTHRITE.CA

SASKATCHEWAN

- **REGINA** – Heather Mackenzie– REGINAWALKTOFIGHTARTHRITIS@ARTHRITIS.CA



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