

## RECRUITMENT BEST PRACTICES



- Assess recruitment strategies on an on-going basis. As community needs and factors shift, the strategy may need to be adapted.

- Measure progress through determining your specific recruitment success indicators then capturing corresponding data such as number of new clients, types of programs engaged with by new clients, and most popular services.



- Consult with clients and develop community champions to create recruitment magic.

- Location, staff and service consistency is key!



- Use evidence-based decisions, and evaluation methods to help determine whether the strategy is working.

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Primary Care Development Corporation (PCDC) is a national nonprofit organization and a community development financial institution catalyzing excellence in primary care through strategic community investment, capacity building, and policy initiatives to achieve health equity.