

FACE AIDS Recruitment 101 Brief

Background and Purpose

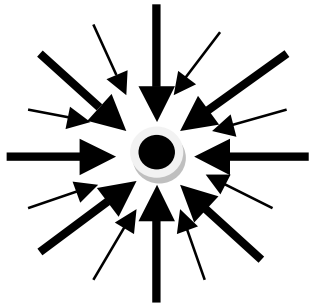
The movement for global health equity is spreading on campuses, but it is often disjointed. By recruiting new FACE AIDS chapters, you provide a united front in the struggle for social justice.

What is Organizing?

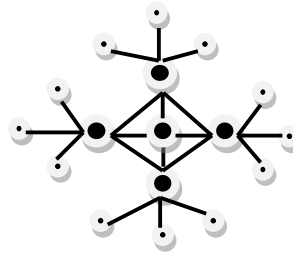
Organizing is the act of reaching out to potential FACE AIDS members and supporters through personal connections and the development of relationships. Organizing requires three things:

1. Leadership that respects and empowers others.
2. Building relationships, community and commitment around that leadership.
3. A strategy to put that community to work to win, with clear set goals and flexible tactics.

“Spoke-and-Hub” Model



“Snowflake” Model



Strategy

1. **Identify.** Use friends, family, teachers, Facebook, Twitter, etc. to gain contacts.
2. **Contact.** Send the contact an introduction to yourself and FACE AIDS. Set up a time to talk 1-on-1.
3. **1-on-1.** Listen to their story, tell your own, make a read, and get a commitment.
4. **Follow-Up.** Send a thank you and action steps to for them to take.
5. **E-introduce.** Introduce the new recruit to Austin via email at austin@faceaids.org.

Conclusion

FACE AIDS is at a critical point in its development. We must grow, or die. The choice is ours. Fortunately, FACE AIDS has a vast network of dedicated students who want the organization to succeed. Together, with our willpower, we can grow the movement one person, one chapter at a time, until we live in a world in which even a single AIDS-related death.

*Ideas lead to action. Actions unite into groups.
But only you can turn a group into a movement.
Recruit for FACE AIDS.*