

Great Start Readiness Program (GSRP) Recruitment Ideas

Local Community Events

- ★ Fairs/Carnivals/Festivals
- ★ Parades
- ★ Parks and Rec. events and/or enrichment programs (dance, gymnastics, sports events)
- ★ Farmers market
- ★ Mom to Mom Meetings
- ★ Local library
- ★ Marquees
- ★ Events hosted by churches

Local Housing

- ★ Apartment complexes
 - Tape flyers to mailboxes (fillable flyers available at www.resa.net/earlychildhood/gsrp)
- ★ Mobile home parks
- ★ Public housing

Schools

- ★ Flyers to older or younger students (fillable flyers available at www.resa.net/earlychildhood/gsrp)
- ★ Kindergarten round-up
- ★ Elementary e-blasts
- ★ Open House
- ★ School newsletters
- ★ School board presentations
- ★ E-mail blasts from the school
- ★ Robocalls

Government Offices

- ★ DHHS
- ★ Work 1st
- ★ CPS
- ★ WIC
- ★ MI Works
- ★ Foster agency
- ★ Local library

- ★ Secretary of State
- ★ Chambers of Commerce
- ★ Parks and Recreation

Local businesses

- ★ Theaters
- ★ Malls
- ★ Restaurants
 - Pizza - add flyers to boxes (fillable flyers available at www.resa.net/earlychildhood/gsrp)
 - Fast food tray covers
 - Ice cream shops
- ★ Bowling Alleys
- ★ Laundromats
- ★ Resale shops
- ★ Grocery stores, including ethnic grocery stores
- ★ Newspaper
- ★ T-shirts
- ★ Cable TV
- ★ Churches
- ★ Summer BBQ
- ★ Enrollment Fair
- ★ Signs on Marquees

Media

- ★ Program website
- ★ Social Media
 - Facebook
 - Twitter
 - Instagram
 - Put GSRP video on Facebook and/or Twitter
 - Share existing post with currently enrolled families and ask them to share/link/post to their page (Facebook, Twitter)
 - Share videos/photos of high quality classroom activities along with information on how to see if your child is eligible
 - Set-up a Twitter Hashtag (#)

- #GSRP
- #Free Preschool
- Ask other entities with an aligned mission to post on their website and social media pages/feeds. For example, local libraries, churches, food banks, PBS, etc.
- Instagram Ads
- Snapchat Ads
- ★ Radio or TV ads

Around Town

- ★ Lawn signs and Banners
 - On building
 - In town on main road
 - On fence at the ball field
 - Window
- ★ Giant sticker
 - On Truck/vehicle
 - Bus transportation

Health Care Facilities

- ★ Pediatricians office
- ★ Dentist office

Miscellaneous

- ★ Networking with other administrators
- ★ School Readiness Advisory Meeting
- ★ Directors Meeting
- ★ Joint recruitment events with Head Start
- ★ Direct Mail (fillable postcards available at www.resa.net/earlychildhood/gsrp)
- ★ Events throughout the summer for those who have registered to support them in building relationships and not transitioning to another GSRP site