

## Recruiting & Planning for a Made of Money course

### *Some ideas and tips*



### Recruiting

Recruiting for any course can be difficult—even more difficult if the course is about something people are shy to talk about. Some things we, in East London, and other partners have found that helped are:

- Run a taster session- with workers, advocates, key parents- i.e. people who will do your recruiting for you and who will spread the word. If you get them onside & enthused they will feel confident to recommend the course to others.
- Find out- are there any other courses running in the area- eg parenting courses (Strengthening Families, Strengthening Communities; Triple P; Incredible Years etc)? Could you go and do a taster session as part of these? Could you offer to run Made of Money afterwards? Often once a group is formed they will be more likely to want to carry on meeting and doing something else as a follow on
- Attend to a coffee morning at the local school or children's centre to talk about the course and invite parents to join
- Try and find out about networks for family workers who could help with recruitment- e.g. is there an email list in your area, a forum, or network that meets? Or a Local Area Partnership meeting or similar? Can you get yourself invited?
- Talk to parents at the school gate, outside the local nursery, or at the children's centre. Explain what you are doing, and invite them to join you.
- If you are running the course through another organisation or school, face to face meetings are key- rather than just emails. Meet with people in person, convince them it will be a good course, and that parents will like it.
- Bear in mind many people will fear the course is 'heavy' or 'boring' or need to have high levels of maths. Emphasise the holistic nature of the course- it's not just about debt and it's not heavy!

# MONEYTALK

- If doing tasters or going to meetings, take along resources for them to try- eg time line exercise, the jolly bear money tree, or TV exercise etc- as tasters of the course.
- Emphasise in all publicity & networking – this is for benefit to the children in the family. People are more likely to come to something that will help their kids, than admitting they need it themselves.
- If you have done key parts of the course yourself (eg budgeting sheets, spending diaries etc) you can bring some authenticity to it and share the impact it has had.
- Send fliers home in book bags at the local school, and ask for it to go in newsletters.
- For some families, an invite letter work bests. Send a letter home to parents directly inviting them to attend, with more details on the course. You could send home a letter one week, and a flier the next.
- Put up fliers everywhere you can—local libraries, doctor’s surgeries, shops, schools, community centres, children’s centres, and notice boards. Make sure they are eye catching, and emphasize different elements of the course that will attract different people.
- If someone is interested in the course, ask them to bring a friend, neighbour, or someone else they know who might benefit.
- If you have a list of parents who are interested, call them the day before and text them on the day letting them know you look forward to seeing them there.
- If you are still struggling to get people, run a one off session on something related to money but from a different angle—healthy eating on a budget, relaxing without spending money, saving money on your fuel bills. Lots of ideas and resources are available online. Then talk about the main course, and give examples of how it runs—taste tests, or a few fun activities.
- Run the family learning session first—families are often looking for fun, free things to do in the holidays. From this, invite parents to come to the parents sessions and bring a friend.
- If you run a course and have a ‘good story’ of someone who has benefitted- get it written down, or recorded in some way, and share it to encourage others.
- Can you have a waiting list if over subscribed? It makes it feel that it is something in demand!
- And remember, persistence is key. Once one course is up and running, the others will be easier. Word of mouth spreads quickly when things are going well—so don’t give up!



## Planning for a course

- Plan well in advance- make sure all stakeholders know about it in advance, and keep reminding them- eg parents workers, teachers, centre staff, receptionist etc.
- Give yourself time to advertise and recruit. (Or give the people who are doing the publicity for you lots of time to do this!)
- Make sure it is in the diary of the centre you're working at and the room is booked, and confirm this 4 weeks ahead of time, and again a few days in advance.
- Think about the setting- make it comfortable and relaxed; make people feel part of the group – sitting in circle, perhaps without a table if possible
- Think about numbers. What is your minimum? Small groups can be a challenge, but we have run it successfully with only 2 people. On the top end, anything up to 10 people is fine, but people need to have chance to chat and be listened too so not too many more!
- It's also OK to emphasise that it is a commitment – 6 or 7 weeks, not just a one off drop in. Then you will get people who will stay the course. If you are unsure people will commit, plan in time for a taster.
- Make sure it's not a formal learning environment that may put people off, and emphasise that you are the facilitator not the teacher- (eg sit in the circle with the group, use welcoming inclusive body language, and give lots of time for talking)
- If you are running the course at a school, find out more about their parental engagement, or what they do around financial literacy. Find out how you link in with what they are doing.
- Think beforehand about the timing of the course. When do people like to meet? What time would work for this specific group? Do I need to allow for people dropping off/picking up children? If you can, ask the group beforehand- what would be the best time to meet?
- Light the room, and make sure it is neither too hot or too cold- make it feel welcoming, and have refreshments when people arrive
- If you are worried about anything- use the 'Facilitator Pre-support Questionnaire' as your checklist to make sure you have thought of everything
- Any questions, worries, thoughts, or want to share something that worked well or not? Get in touch!

