

## Event Recruitment Strategies

### Registration tables

Coordinators visit sites that are invited to the screening event and set-up with computers and a table in the lobby to sign people up directly for the event. Remember to bring informational flyers, signs, and other items to advertise the event as well. This strategy was used to register attendees for the webinar, participants for the actual event, and to reserve mammogram appointments. These are completed ideally in the morning before work and in the afternoon lunch time frame (11a-1p) in the 4 weeks leading up to the event.

Pro-tip: the laptop is needed so individuals can be immediately registered for the event.

### Organization-wide presentations

Consider organizational wide presentations to distribute messages to the entire organization. The presentation outlines what the event is, time, location and how to register.

Example: View the Town Hall presentation template [here](#):

### Mass E-mail Communications

Consider mass email communications and partnering with the wellness committee or wellness group. For example: Our department's Wellness Coordinator sent out multiple messages regarding the event along with the weekly Wellness emails. See an example below:

#### ***Join us for our Second State Cancer Screening Event – health fair edition!***

*Did you miss our last event in December? Now is your chance to check it out! We've added more booths this time around too.*

*This event brings the cancer screenings to you! Join us to learn all about preventative cancer screening measures from our many partners.*

*Highlights of the event include:*

- Mammography screenings provided by the Ellis Fischel Mamm Van (by appointment only)*
- Take-home colorectal cancer screening kits (stool tests)*
- Prevention and general screening information on all types of cancer*
- Colon tours in a 10-foot long inflatable colon*
- Various partners onsite providing education and answering questions about prevention, early detection and treatment*

**When:** \_\_\_\_\_ day, Month ##

**Where:** Building Name

123 Building Address, City, State #####

**Time:** \_\_\_\_ AM to \_\_\_\_ PM

**Audience:** open to \_\_\_\_\_

*To learn more and to register for the Mamm Van, visit our page: [insert registration link here]*

*Stay healthy!*

