# RECRUITMENT

## Brochure

The development of a colorful, informative brochure, which describes an individual county Master Gardener program, is a good start. Include in this brochure self-assessment questions for the prospective member aimed at volunteerism (i.e. Do you like to garden? Do you have 4-6 hours per month to volunteer to work on Master Gardener projects?)

These brochures should be placed in the Cooperative Extension office as well as in local nurseries. They can also be made available at county fairs, horticulture events, plant sales, and other events that prospective members might attend. If the production of a county-specific brochure is not possible, a “generic” form is available from the state extension office that includes in it an application-to-join form. This “Do you want to be a MG” brochure can also be used in conjunction with county program information.

## Advertising

Advertise the Master Gardener program by every available avenue:

• Consider using some of the following tools: posters, pamphlets, news releases, informational cards, and copies of the Master Gardener newsletter.

• Chamber of Commerce

• Newspapers

• Garden clubs

• Radio and television

• County fairs

• Senior citizens’ organizations (AARP, RSVP)

• Welcome Wagon and Newcomers

• Other extension groups such as Extension Homemaker Clubs and 4-H clubs.

Make sure the local newspaper photographer is notified of club events and special projects. Special publicity is helpful announcing basic training. Information on press releases is found in the chapter on Training.

## Members-Recruiting-Members

Members-recruiting-members is an effective method of finding new Master Gardeners. Members should invite prospective candidates to meetings, special events, workdays or tours. When possible, encourage active members to speak about the Master Gardener program to civic organizations, schools, garden clubs and church groups. Brochures should be available to all members of the audience. Visibility is the key.

## The Interview

Candidates who apply for admission into a Master Gardener class should be interviewed by a selection committee. This committee should include the county agent and may include Master Gardener representatives from various areas of the county. Their collective knowledge and specific interview of the prospective member will provide a base of information for candidate selection. Volunteerism should be stressed during the interview process. The applicant should be given a clear overview of the policies and expectations of the Master Gardener program, especially the required working and learning hours. **Sample interview questions are included in the section on Training**.