



Recruitment and Outreach Toolkit for Cooperative Home Caregivers



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November 8, 2017

Recruitment & Outreach Toolkit

- Guide is broken into four sections:
 1. Recruitment Guide
 2. Ad Use & Placement Guide
 3. Best Practices for Posting on Social Media
 4. Local Media Relations Guide
- Also includes an appendix with general messaging and information on cooperatives & the cooperative business model



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- Created for quick reference whether you use the digital/ online version or print out the document.
- Digital version includes hyperlinks that allow you to quickly toggle between sections and resources.
- Provides an extensive overview of each element within the toolkit.

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Overview: Recruitment Guide

What's in this section:

- Best places to recruit
- Sample elevator speech
- Key points
- Sample messages for recruiting new caregivers
- Sample letter to clergy

Recruitment Guide

Home care is projected to be one of the fastest growing occupations in the next decade. Recruiting qualified caregivers to meet this demand is a challenge for every one in the industry. As a worker owned business, your cooperative has an advantage over your competitors. How you communicate the benefit of cooperative ownership when recruiting caregivers is crucial to differentiating your business from the competition. In this section you will find messaging resources to help you recruit new home caregivers including:

- A guide on best places to recruit
- A sample elevator speech
- Sample messaging to recruit caregivers in your community
- A template letter to local Clergy

BEST PLACES TO RECRUIT

A frequent challenge for home care cooperatives is **how and where** to recruit caregivers. The key messages and suggested descriptions in the toolkit can help develop an enticing job posting that is competitive with other job openings with a similar salary range in your community.

Listed below are some options for recruiting caregivers. You will need to experiment to see what yields results. What works in one community may not work in another; so, it is important to track your results from each recruiting method. Stick with what works in your community, and move on from what doesn't.

- **Word of Mouth** – Your members are often your most effective recruitment tool. Use your newsletter, membership meetings and other member communications to equip them to talk with family and acquaintances about working for your cooperative. Encourage them with cash and gift incentives.
 - **A sample "elevator speech"** containing the key advantages of working for a worker-owned home care cooperative is included in this toolkit on page 3.

- **Paid Online Job Postings** – Paid job postings on sites such as Indeed.com or SimplyHired.com have proven successful in generating resumes. Don't be discouraged if you don't have an advertising budget. A small amount can go a long way. It is recommended that you try a \$10 a day posting for 15 days and then evaluate the quality and quantity of applications received compared to previous methods. Experiment with your message to determine which benefits, highlights and calls to action result in successful hires.
- **Colleges, Universities, and Tech Schools** – Local higher education institutions and trade schools offer the opportunity to reach potential workers who may be studying a related field to caregiving or who are looking to earn an income while earning a degree. Most institutions have job boards, and you can also reach out directly with your job posting to specific school departments that might align with caregiving (i.e. nursing, health services, social work, etc.). Take the time to meet with program administrators and look for opportunities to present to students on caregiving and the advantages of working in a cooperative.
- **Social Media** – Facebook, LinkedIn and Twitter are used as communication tools for a wide range of age groups. Using the social media recommendations and key messages, craft a short posting for both platforms advertising the open position and link it to the full job posting on your website. [See sample posts on page 8.](#) Additionally, ask other employees and friends throughout your social media networks to share and promote the post to reach a greater number of potential workers. Track the responses to each message to determine efficacy.
- **Community Facilities** – Local gyms, community centers, YMCA's, recreation centers, parks and local shops typically have bulletin boards where people can post job descriptions. Some of these places, such as community centers, may even have a dedicated section of their website where they will post job offerings. Be sure to check the places you frequent most to find out how you may be able to utilize their offerings.

Overview: Ad Use & Placement Guide

Ad Use and Placement Guide

What's in this section:

- An overview of how to use the advertisements
- The sample advertisements
- Tips for placing the advertisements in your local community

OVERVIEW

To help generate interest and demand in home caregiving jobs, ads have been created for placement in local print and online publications and sites, including social media sites such as Facebook. The ads feature research-informed messaging to entice potential job seekers, and speaks to the benefits of a job or career in cooperative based home caregiving. These ads can be customized to your cooperative. This should include a local contact and information (such as a name, phone number, or email address), a logo if your organization has one, or a prompt to learn more (such as a URL directed to area-specific employment information).

In order to customize the files, you will need some basic software, or access to a graphics professional who can edit them for you. Office services stores such as FedEx Office, or copy shops often have computer workstations with desktop publishing software available for rent by the hour or minute. Print files will require Adobe Acrobat Reader, a free download from [Adobe](#). Online files, including banner ads and Facebook images will require Adobe Photoshop in order to edit and save them as the correct file type.

Once you've secured access to the required software, editing the files themselves is relatively straightforward. The instructions for each ad type begin once you've opened the file in the required software.

Print (half-page ad)



The print ad file is sized for a half page (horizontal) ad in most publications. To customize, open in Adobe Acrobat Reader, and locate the white call-to-action box on the lower left of the ad. It contains place holders for a logo, a contact name, email, and phone number. Click the logo box and follow the prompts to locate your logo on the hard drive or portable media (such as a USB thumb drive), and place it into the provided space. NOTE: the red block will disappear after you place your logo. Then, click into the text box, and edit the contact information with your contact name, phone number, and email address. Delete the text prompts for contact information you aren't providing. You can then select "Save As" from the "File" drop-down menu, and save your edited file under a new name. Simply selecting "Save" will overwrite the template file permanently.

SAMPLE FACEBOOK ADVERTISEMENT



Overview: Social Media Guide

What's in this section:

- Resources
- Best practices
- Sample posts



Best Practices for Posting on Social Media



Social media can be an invaluable resource for recruiting new employees, sharing the benefits of the cooperative business model, and highlighting the satisfaction of being a home caregiver. In this section, you will find the following information to assist your social media efforts:

- LinkedIn and Facebook: Resources, Best Practices, Sample Content
- Twitter: Resources, Best Practices, Sample Content

FACEBOOK & LINKEDIN

Facebook is a social networking site that makes it easy for you to connect and share information such as photos, videos and news articles, with others online. LinkedIn is a professional networking site designed specifically for the business community. Both Facebook and LinkedIn require users to create a profile to use the free service, which includes creating a username and password, and use of an email account.

Resources

-  [Creating a Company Page on LinkedIn](#)
-  [Creating a Company Page on Facebook](#)

Best Practices

- While these platforms do not have a character limit, the posts that receive the most engagement are ones that are kept short. Be concise and direct. You don't have to say everything all at once; you can break up your information into multiple posts.
- Use links, images, video when possible and ask questions to start a dialogue - these posts receive double the engagement. Ex: What are you looking for out of a job? Are you looking to have a say in how the business is run?
- Share your content across platforms - i.e. share a link to your LinkedIn post on Facebook or vice versa.
- Encourage all your home care cooperative members who are on social media to share updates on their personal social media accounts to increase visibility of messages.
- Consider posting updates at a strategic time; for example, most people tend to view Facebook at lunch or the end of the day, which makes afternoons and early evenings prime for posting.
- Consider joining LinkedIn Groups from your company page. LinkedIn Groups provide a place for professionals to network, share content and ideas, recruit talent and look for work, and establish industry expertise. To find a group with interests that align with your business goals, use the search feature at the top of your LinkedIn homepage or check out LinkedIn's suggestions of Groups you may like.
- If other home care cooperative members are on LinkedIn or Facebook, ask them to draft and share a post about why they love their work and share it from the company's official page.

Overview: Local Media Relations Guide

What's in this section:

- Identifying news hooks
- Letter to the editor
- Sample opinion editorials
- Sample pitches



RECRUITMENT AND OUTREACH TOOLKIT

Local Media Relations Guide

The media relations guide is a resource to help secure media coverage, which can in turn, help recruit additional home care workers by addressing local issues and highlighting the benefits of cooperative home caregiving. In this section, you will find:

- News hooks to pitch the media on covering your cooperative
- Tips on how to draft a Letter to the Editor
- Tips on how to draft an Opinion Editorial (op-ed)
- Sample opinion editorial
- Sample media pitches

IDENTIFYING NEWS HOOKS

Connecting your cooperative to the news of the day or an annual observance is an effective way to get media coverage.

News of the Day

Monitor your local, regional and national news outlets for topics that are receiving coverage. In many cases, you can take a topic that is receiving national attention and customize it to fit your local community. This gives you the opportunity to pitch a news story to a local journalist. If your local journalist has written an article already around a topic that is relevant to your co-op, you can use that as an opportunity to write a letter to the editor or op-ed to the outlet.

News of the Day Topics Relevant to Co-op Home Caregivers

- Healthcare legislation
- Baby boomer issues (i.e. retirement, declining health, etc.)
- Unemployment/Job market statistics
- Cost of Care (i.e. how chronic conditions and disease impact families; rehabilitation; etc.)
- Senior issues (i.e. declining health, in-home help, companionship, assist family with caregiving responsibilities)

Observances and Themes

Annual observances and themes present an opportunity for co-op home caregivers to connect their industry and business goals to a timely topic. There are many options for engagement as these topics can be used to pitch a news story to a local journalist or broadcast outlet, or to submit an op-ed or letter to the editor. The various observances and themes allow you to adjust your message to fit who you are recruiting and to address the business model.

For example, National Stroke Awareness month offers a home caregiver the opportunity to highlight tips for caregivers of stroke survivors and address both how the co-op works with those patients regularly and the business model. This specific example is used in the [sample pitches](#) provided on page 15. For a business model pitch and/or op-ed, consider Single Working Women's Week as an opportunity to highlight the option for full or part-time work and employee training opportunities. If there is an observance that fits well with your co-op, plan to formulate your pitch or editorial content several weeks out from the date. A pitch to a journalist should be made two weeks out from the date while an op-ed can be submitted one week out from the date. For an op-ed, be sure to include the date you would like your piece published (to coincide with the observance).

Overview: Appendix

What's in this section:

- Messaging on:
 - What does a home care worker do
 - What is a home care cooperative
 - Why cooperatives are a better alternative for workers
 - The 7 cooperative principles

Appendix: General Messaging

The following is background information on the home care profession, home care cooperatives and cooperative business generally.

WHAT DOES A HOME CARE WORKER DO?

There are more than 2 million home care workers in the U.S. who provide services that allow seniors and people with disabilities to remain in their homes and active in their communities. Some examples of this work include:

- **Personal care** — feeding, bathing, grooming, dressing, general hygiene
- **Companion care** — games, exercise, activities and conversation
- **Home care** — simple chores around the house to grocery shopping or meal preparations
- **Respite care** — offers a break for family members who currently offer care

For statistical information about home caregivers, go to: [PHI National Policy Resource Center](#)

WHAT IS A HOME CARE COOPERATIVE?

A home care cooperative is a business owned and controlled by the caregivers on a democratic basis of one person, one vote. Profits or losses from the business are allocated to the worker owners according to either hours worked or gross pay.

Home care cooperatives are often formed by a group of independent caregivers working with a cooperative developer. Caregivers form cooperatives because they benefit from the administrative support a group provides

including scheduling, back up, marketing, billing, training, camaraderie and support.

Once established, the cooperative hires caregivers and pays them a competitive wage. After a probationary period, caregivers are given the opportunity to become member owners of the cooperative. Memberships often requires the purchase of a membership share which can be paid over time through a payroll deduction. Members elect the cooperative's board of directors, can serve on committees, and have input on major decisions of the cooperative. In years when the cooperative has net earnings, members may share in the distribution of those earnings.

WHY ARE COOPERATIVES A BETTER ALTERNATIVE FOR WORKERS?

Cooperatives offer quality jobs, wages and care. Worker owned cooperative businesses:

- Create alternative paths to ownership and wealth creation for workers owners
- Provide members a voice in how the business is run
- Are more efficient and productive making them able to weather business variabilities
- Are more focused on the whole person and are culturally competent
- Provide quality full time employment
- Provide a safe haven for older women seeking re-entry into the work force
- Have lower turnover providing consistent staff to support high quality person-centered care for vulnerable older adults

Questions?

Thank you!