

Roots of Change program

STARTING A STUDY CIRCLE—RECRUITMENT

Below you will find a summary of recruitment ideas to help you start a study circle. Once you get a positive response from at least six people the next step is to organise an introductory meeting. You might choose to hold the first meeting in your own home, a public library or community centre. We have included a recruitment poster and brochure on our website for downloading as needed. Good luck and don't hesitate to contact us for assistance.

- **Invite friends and family** and ask them to invite others in turn.
- **Are there groups you already belong to or that you'd like to join (such as church or work groups, neighbourhood councils, book clubs, or activist groups)?** Invite them to participate in a study circle.
- **Ask your local farmers' market organisers if you can set up a recruitment table at the weekly market.**
- **Post the *Roots of Change* recruitment flyers around town.**
You might start with local co-ops, churches, schools, community centres, coffee shops, credit unions or your place of work.
- **Organise a film screening on a topic covered in the curriculum.**
ISEC can send you a DVD of our films *Ancient Futures* or *Paradise with Side Effects* (for purchase or loan if you request it). Organizing a screening can be a way to generate interest and enroll participants into your study group. Our films nicely complement the material in the modules, but other films work well too (download our evolving 'Films for Change' list from our website).
- **Contact your community radio station.**
Find out how to record a Public Service Announcement inviting people to join your study circle.
- **Submit an announcement to local newspapers or newsletters.**
- **Contact local universities, colleges or community centres** to see if they have continuing education programs that you could partner with.