

## RECRUITING SCRIPT & TIPS

### The “How To”:

1. Find a busy location during peak campus hours
  - a. Cafeteria
  - b. Library
  - c. Peak hours: 10am to 2pm, with best recruiting hours being 11am to 1pm.
  
2. Bring clipboard and sign up sheets
  - a. Title should read “(\_\_\_\_\_ College/University) Pro-life Group”
  - b. Columns: Name, Email, Phone, Grad year
  
3. Blend in on campus
  - a. Dress like other students
  - b. Look approachable
  - c. Look put together, but not formal
  
4. Have a goal
  - a. Whenever possible, aim to gain at least 30 signs ups.
  - b. By creating a time frame (“I will recruit for 2 hours”) and a numerical goal (“I will get 60 signups”) you will stay on task and be more likely to persist through the initial awkwardness of clipboarding.

### **The “Script”:**

1. **May I ask you a quick question?** (allow them to respond)
2. **I’m recruiting for the pro-life group on campus and I was wondering if you would consider yourself pro-life\*?**
3. If “no” or “pro-choice”, do not engage\*. Respond with, **“Ok! Have a nice day!”**
4. If “yes”, say: **“Great! We’re just trying to grow our group a little bit today. Would you be willing to get just 1 email a month with details on the upcoming events/meetings. If anything sounds interesting, you can come check us out! We promise not to spam you!”**
5. While the student is writing, feel free to share some examples of what the group does to promote a culture of life on the college campus: **“Basically, our group exists to provides resources to pregnant students, and bring awareness about abortion. We do that through speakers, chalking campus, throwing baby showers for students....”**

### **Notes:**

\*It is often important to clarify what pro-life means. Many students are unaware or confuse the terms “pro-choice” and “pro-life”. I typically clarify the issue by saying “pro-life, as in: against abortion”.

\*\*The reason PLMI’s policy is not to engage with pro-choicers during clipboarding is because our purpose is to recruit, not to debate. We encourage our team members to stay on task during this time and avoid debating abortion. There are, obviously, exceptions to this rule.

**Still have questions? Contact one of our experienced staff members for more coaching on effective recruiting:**

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