



Recruitment & Influence Mapping Tool

This tool builds on traditional 'power mapping' used in advocacy work to help you develop local plans for recruitment in your community.

The tool will work best when you have a group of people in the room all committed to the same goal – such as on a local or regional council level to guide the creation of a recruitment strategy for your area.

This kind of community mapping is an excellent tool to help groups understand where they should start on outreach for recruitment who has links with them.

Before you start

Ensure you have an agreed project, program, event or activity that you need to recruit for. Discuss this as a group and agree together what this is. Eg: volunteering for a particular van service, additional Conference members to help undertake visitation work in a certain area, a team to support a Society service with activities such as meal preparation, etc. This should be **specific** and allow for multiple new members and/or volunteers to participate so that you can reach out to groups of people. Consider writing the activity you will be recruiting for up and sticking it on the wall.

Time

About one hour, depending on the size of the group and scale of the project you will be recruiting for

What you will need

- Flipcharts or butchers paper
- Sticky/'post it' notes
- Textas
- Blue Tack
- Sticky tape



STEP 1 – IDENTIFY YOUR ‘WHO’

- Take 4 pieces of butchers paper and label them ‘Vinnies’, ‘Church-linked’, ‘Goal-linked’ and ‘Interest-linked’.
- Stick up the ‘Vinnies’ paper on the wall.
- Hand out sticky notes in one colour – for example, blue.
- Ask the participants to name all of the Vinnies members, staff and volunteers with a clear connection to your project.
- Remember to name yourselves!
- Stick up the ‘Church-linked’ paper on the wall
- Hand out sticky notes IN A DIFFERENT COLOUR – for example, yellow
- Ask the participants to consider the specific activity you are recruiting for. Then write down the names of all of the relevant local church-linked local individuals/leaders who may have interest in this specific activity. Ask the group to consider local schools and their Principals/Teachers, local parish and church leadership. Each person name should be written on a separate sticky note.
- Be as specific as possible – record names and titles. If possible, avoid institutions (eg ‘Helen Reddy, Principal at St Therese Catholic School’ rather than just ‘St Therese School’).
- Think broadly about connection through the Catholic Church – for example are there any active ‘old boys’ or ‘old girls’ groups connected to Catholic schools that could be relevant/interested? Any other social groups broadly connected that might not always be present at Church but consider themselves connected in other ways?
- Ask the participants to stick all of the names up on the butchers paper
- Spend a couple of minutes as a group, checking to see if no one is missing.
- Stick up the ‘Goal-linked’ paper on the wall and repeat the process WITH A DIFFERENT COLOUR STICKY NOTE – for example, green.
- Goal-linked people can be any leaders/individuals who have a similar set of goals, beliefs and/or ways of working to the Society but are not directly linked to us through the Catholic faith. This might include leaders/staff in other community-based charities, other local actors or community groups.
- Stick up the ‘Interest-linked’ paper on the wall and repeat the process WITH A DIFFERENT COLOUR STICKY NOTE – for example, pink.
 - Interest-linked is any person/group who has an interest in the work of the Society for some reason or in supporting the community and assisting people out of poverty, but might not have that as their central value or set of goals/mission. This might include local elected counsellors, business people, State and Federal Members of Parliament, local media/radio and other important community leaders.
- Bring everyone together and review the four lists of stakeholders
- Take a photo of all three papers, so you can keep a record of each list for the future!



STEP 2 – MAP TIME!

- Stick 2 pieces of butchers' paper together with sticky tape (or even 4 if you have a lot of sticky notes!)
- Label the paper with the name of the program/activity you are recruiting for and also the date (relationships change all the time)!
- Draw the table below on the paper and stick it up on the wall:

Strong relationship with Vinnies			
Some/limited relationship with Vinnies			
No relationship with Vinnies			
	Reach small group of people	Reach medium group of people	Reach big group of people

- Start off with your Church-linked list.
- As a group, take each Church-linked sticky note and discuss where they should be placed on the map.
- Questions to help your decision:
 - How closely related is each person in regard to your specific project – eg: they've been organising a school group to participate for over a year = very closely related, put them at the top of the map.
 - NOTE: You may have two people who are both in the 'strong relationship' box but one may be right up the top and one may be much closer to the 'some/limited relationship' line.



- Then move to your 'goal-linked' and 'interest-linked' groups and then finally to Vinnies itself (including you!).
- NOTE that the map is relational. Consider where each person would sit in relation to each other.

STEP 3 – DOUBLE CHECK YOUR RELATIONSHIPS & REACH

- Stand back every few minutes and do a quick check of your stakeholders.
- If a number of people are sitting at an equal level, do a quick check. Ask questions such as:
 - Does Kim Kardashian, Teacher at St John Catholic School, really more reach than Pastor Trevor Bloggs, who leads a Parish with strong weekly attendance?
 - Does Geoff Diggs, local radio host, really have a closer relationship with Vinnies than Nicole Kidman, local State Parliament MP?
- Move your sticky notes as needed.

STEP 4 – REVIEW YOUR RECRUITMENT & INFLUENCE MAP

- Step back and look at map. A recruitment & influence map like this is one of the most useful and simple tools for making an assessment of who you want to focus your energy on, who has the power to influence them and what kind of strategic approach will be most effective.
- Where does the reach and best connection lie? Where will you focus your energy? What is the most 'low hanging fruit'?
- What kind of approach will you need to take to shift or create space for people to meet and understand how they could get involved with your project/activity at Vinnies?

OPTIONAL – STEP 5 JOINING THE DOTS

- This step is optional but extremely useful!
- To join the dots you need to consider who is connected to who, and who has the power to influence or encourage who?
- You can draw lines to connect different people. Different lines mean different things:

This person has influence over this person

Person A  Person B

Influence goes both ways

Person A  Person B



- You can use thicker or thinner arrows to indicate more or less influence



- A dotted line can indicate informal or hidden influence (for example, two people are not formally connected in any way, but they were best friends at university, or they are cousins or they belong to the same golf club)



- If you have a huge amount of people on your map, it may get very complicated (relationships !). If it's getting too confusing to see clearly, you may wish to make a second map that just focuses on a few chosen key/important stakeholders and the people who influence and connect to them.
- Once you've finished linking people on your map in this way, consider what this means for your approach to each person/group. Who should reach out to who? Who could you call on that you might not have initially realised?
- Use all of this information to help you determine what strategies and activities for you in recruitment!