

Pop Up Recruitment Project Plan

Planning Actions
Contact chosen charity partner re social media and other support
Organise venue for sign-up events
Organise venue for final concert
Create press list - local magazines/newspapers/radio/TV
Identify social media targets - local influencers
Banner locations - secure permission where possible
Contact local council post room re poster/flyer distribution via schools if possible
Research and join local community Facebook groups and forums
Leafleting opportunities - contact local shopping centres/workplaces
Order print - a4 posters/a5 leaflets, roadside banners, pull up banners
Select repertoire - 7 pieces

Suggested Timeline

Recruitment Phase - Week 10

Activity

Ensure all planning actions above are completed

Recruitment Phase - Week 9

Web page goes live
Press release to long-lead contacts (monthly publications)
Project launch post on FB/Instagram/Twitter
Share to all local/community FB groups

Recruitment Phase - Week 8

Main group members A4 poster packs go out with poster distribution sheet (x10 posters each)
Roadside banners go up
A4 Posters/A5 leaflets to schools for distribution via Council postroom if possible
#1 post on FB/Instagram/Twitter
Share to all local/community FB groups

Recruitment Phase - Week 7

Community leafleting begins (local shopping centres/workplaces)
FB paid advert/boosted post - 7 days £40
#2 post on FB/Instagram/Twitter
Share to all local/community FB groups

Recruitment Phase - Week 6

Main group members A5 leaflets go out for door-to-door leafleting (x100 flyers each)
Email flyer/info to local schools for distribution via Parentmail
Community leafleting ongoing
#3 post on FB/Instagram/Twitter
Share to all local/community FB groups

Recruitment Phase - Week 5

Press release to short-lead contacts (weekly publications/newspapers)
FB paid advert/boosted post - 7 days £40
Community leafleting ongoing
#4 post on FB/Instagram/Twitter
Share to all local/community FB groups

Recruitment Phase - Week 4

Social media targets
Community leafleting ongoing
#5 post on FB/Instagram/Twitter
Share to all local/community FB groups

Recruitment Phase - Week 3

FB paid advert/boosted post - 7 days £40
Community leafleting ongoing
#6 post on FB/Instagram/Twitter
Share to all local/community FB groups

Recruitment Phase - Week 2

Radio targets - schedule interviews
Email flyer/info to local schools for distribution via Parentmail
Paid FB ad ongoing
#7 post on FB/Instagram/Twitter
Confirm introductory session appointment times with prospective attendees

Recruitment Phase - Week 1

Radio interviews
FB paid advert/boosted post - 7 days £40
#8 post on FB/Instagram/Twitter
SIGN UP EVENTS
Email successful candidates

Rehearsal Phase - Week 1

Concert tickets on sale
Create FB event
Set up Just Giving Page
#1 Rehearsal
Distribute music packs to participants
Share online learning resources with participants
Follow-up email to participants - weekly update
Take down roadside banners

Pop Up Recruitment Project Plan

Suggested Timeline

	Activity
Rehearsal Phase - Week 2	#2 Rehearsal Photo-opp of cohort/rehearsal for press/social media use Distribute participants A4 poster packs with poster distribution sheet (x 10 posters each) Social media post FB/Instagram/Twitter - introducing cohort with concert information Follow-up email to participants - weekly update
Rehearsal Phase - Week 3	#3 Rehearsal Distribute participants A5 flyer packs for door-to-door leafleting (x100 flyers each) Follow-up email to participants - weekly update Press release to local media - concert information etc.
Rehearsal Phase - Week 4	#4 Rehearsal Social opportunity - drinks at the pub after rehearsal Social media post FB/Instagram/Twitter Follow-up email to participants - weekly update
Rehearsal Phase - Week 5	#5 Rehearsal Follow-up email to participants - weekly update
Rehearsal Phase - Week 6	#6 Rehearsal Social opportunity - drinks at the pub after rehearsal Social media post FB/Instagram/Twitter Follow-up email to participants - weekly update
Rehearsal Phase - Week 7	#7 Rehearsal Follow-up email to participants - weekly update Social media targets - concert
Rehearsal Phase - Week 8	#8 Rehearsal Organise participants' final assessments Social media post FB/Instagram/Twitter Follow-up email to participants - weekly update
Rehearsal Phase - Week 9	#9 Rehearsal Organise participants' final assessments Social opportunity - drinks at the pub after rehearsal/final meal Social media post FB/Instagram/Twitter Follow-up email to participants - weekly update
Rehearsal Phase - Week 10	#10 Final Rehearsal Social opportunity - drinks at the pub after rehearsal/final meal Social media post FB/Instagram/Twitter Follow-up email to participants - weekly update FINAL CONCERT