# Recruitment & Retention Idea Generation Exercise

This is an exercise you can do with your team to build out ideas for donor recruitment and retention in your organization.

# Problem

Recruiting and retaining donors is challenging for grassroots organizations.

# Barriers

* People don’t have enough time to research causes/resources to donate to them.
* People don’t think they’d make “ideal” donors (stereotypes of white, wealthy, “well-connected”).
* Donors don’t feel they’re making a difference.
* People forget they committed to donate.

# Needed Supplies

* Minimum of 3 participants
* Index cards (enough for 4 per person)
* 1 pen per person
* Timer

# Exercise Steps

Minimum needed: 3 people, 15 minutes

## 1. Brainstorm (4 min)

* Using index cards you have, take 4 minutes to come up with 4 ideas that might address the problem (if on Zoom, can each have a separate Google Doc you type your ideas into)
  + One idea per card!
* You all are experts! Think about what might motivate you or people you know to act differently.
* Get creative and don’t worry about coming up with perfect ideas!

## 2. Design Telephone (3 min)

* Get into groups of 3
* Take your 2 favorite ideas and hand them to the person to your left
* Add comments to the cards you have in your hand - things that are additive, spark a new idea
  + Think about how you might tweak the idea to make it stronger
* Once the time is up, find your ideas and see how your neighbor built on them

## 3. Share-Out (5 min)

* Share your 2 ideas with your group

## 4. Data Collection (3 min)

* Ask all participants to add their ideas into a shared document - or ask them to pass their index cards to someone who will do this for them