

Finally!

A tool you can customize to market your agency and recruit quality Direct Support Professionals

The *Direct Support Professional Recruitment Toolkit* arms individuals, families, consortiums, and organizations with the marketing tools they need to attract and recruit quality staff into direct support roles. Traditional sources for employee recruitment including newspaper ads, brochures, and flyers, have frequently been generic and flat. This tool changes that approach into a dynamic and targeted recruitment campaign for human service agencies and those who direct their own supports.

Target Marketing

Target marketing is essential to attract the quality staff you desire. Although many employers are aware of what target marketing is, they find it difficult and time consuming to create a different marketing campaign for the different groups of people they wish to attract for employment. The targeted groups include: stay at home moms/dads, college students, Gen-Yers, seniors, faith-based communities, Spanish-speaking communities, and displaced workers.

Customization

The *Direct Support Professional Recruitment Toolkit* is designed to be customized to reflect you or your organization's mission, vision, and values as well as your logo, and contact information for interested applicants. The *Direct Support Professional Recruitment Toolkit* includes brochures, flyers, newspaper ads, and recruitment cards for each of the seven target marketing groups. Materials are provided to you on a CDrom in both Microsoft Word™ and Adobe PageMaker™ formats. Additional customization options are below.

Option One: \$25.00

Direct Support Professional Recruitment Toolkit

You purchase the tool kit and use the CD included to customize the materials yourself. A User's Guide is included in the Toolkit to assist you.

Option Two: \$150.00

Direct Support Professional Recruitment Toolkit Individually Customized

You provide us with the information that you would like to have on the marketing materials in the kit, such as your mission, vision and values, contact information, agency logo, and agency details, and we will customize the target marketing materials for you. You will then receive an individually customized CD from which you can print your marketing tools.

Option Three: \$225.00 *plus printing and shipping fees*

Includes Option Two PLUS the printed materials shipped directly to you.

In this option we will take your marketing campaign to its fullest potential. After individually customizing the marketing materials, we will arrange for the printing of your selected materials. The completed materials will be shipped directly to you and will be ready for distribution!



Direct Support Professional Recruitment Toolkit Order Form

Option 1: DSP Recruitment Toolkit

\$25 x _____ = \$ _____

Option 2: Customized DSP Recruitment Toolkit

Must contact Research and Training Center on Community Living for directions on how to provide your customized information.

\$150 x _____ = \$ _____

Option 3: Customized DSP Recruitment Toolkit with printed materials

Must contact Research and Training Center on Community Living to purchase this option.

\$225 + printing and shipping

\$ _____ Sub total
\$ _____ Sales tax (MN)*
\$ _____ TOTAL (Shipping included)

Ship to: (please type or print clearly)

Name

Organization

Address

City

State

Zip

Phone

Fax

E-mail

Send completed order form and check or purchase order (payable to the University of Minnesota) to:

DSP Recruitment Toolkit
Research and Training Center on Community Living
University of Minnesota
204 Pattee Hall, 150 Pillsbury Dr. SE
Minneapolis, MN 55455

Phone: **612.625.1566**
Fax: **612.625.6619**
E-mail: **mclo0001@umn.edu**
Web: **http://rtc.umn.edu**

Prices include shipping and handling. Orders are sent via USPS and usually arrives within 7-10 days. To arrange faster shipping, contact the Research and Training Center on Community Living at 612-625-1566.

* Minnesota residents add 6.5% sales tax. Minneapolis residents add 7% sales tax. Minnesota tax-exempt organizations (other than public schools) must enclose a copy of their tax exemption certificate.