

Welcome!

Recruiting and Retaining IDA Participants

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Purpose of Recruitment

To help you identify your target markets, reach them with the right message, and enroll them into your IDA project.

Objectives of Recruitment

- Define recruitment and explore reasons some IDA Projects have struggled in this area
- Identify and describe target markets and market segments
- Construct benefit-centered messages
- Build trust
- Enroll with little “waste”

Marketing

- Is the IDA Project accessible?
- Is the opportunity cost of participating greater than the perceived benefits?
- Is the project's value proposition communicated compellingly? Or does it sound like a scam??
- Is it marketed at the times and places people will hear it?
- Is it designed and delivered for the right group(s)?

Recruitment

- Why have some IDA Projects had difficulties recruiting participants?
- How do we build relationships with our prospective participants? Why should they trust us?
- Are IDA programs social service programs open to the masses or are they economic development programs tailored to the savings - and asset - ready?

Where to Recruit?

- Brainstorm Ideas

Where to find your savers?

- WITHIN YOUR AGENCY
- Graduates of CCCS credit repair
- Vita site participants; tax clients
- Tribal Organizations
- Faith based organizations
- Community college students
- Habitat for Humanity Wait List
- Welfare to Work Clients
- Single Parent Groups
- CDFIs
- Refugee Resettlement Programs
- Head Start
- Small business centers
- CAA's
- Affordable Housing Clients
- CBO's
- Section 8 Clients
- Vocational School Students
- MAA's
- Employers like hotels, hospitals, restaurants, WalMart, cleaning services, other retail and service employers
- Social Media

IDA Project Life Stage and Recruitment

- How might marketing communications about your start-up IDA project potentially be different from marketing communications for longstanding projects?
- How might your marketing messages change based on new target markets, new partner organizations, new geographical areas?
- What asset and savings goals are realistic during tough economic times?

Golden Rule of Account Design

Monthly deposits (how do our projects create space/remove barriers for our participants?)

+

Match during the savings period

+

Attendance at required trainings

=

Participants acquiring their selected asset

Measurable Recruitment Goals: An Example

GOAL: \$180,000 CASA GRANT. 60 savers completing IDA project (with an average of 18 savers enrolled per quarter for 4 quarters, allowing for attrition).

- Generate 20 inquiries per month.
- Register 10 people per month at outreach events.
- Generate 25 eligible applicants each quarter.
- Enroll 72 account holders >60 with 17% attrition

Innovative Recruitment Strategies

- Ambassadors: Former Successful Savers
- Faith-based Organizations
- Social Media: Facebook, Craig's List, Twitter, MySpace
- Employers
- Community / Tribal Leaders
- Americorps Vistas
- Community Centers and Apartment Complexes
- Vocational Schools and Community Colleges
- High Schools
- Head Start, Child Support, Refugee agencies, Native American Organizations, Fatherhood groups

Evaluation

- Track your results
 - How many queries from what strategy?
 - How many applicants from target market members or referral sources?
 - How many eligible applicants from target markets/sources?
 - How many enrolled from target markets/sources?
 - Retention rate for target markets/sources?
- Be prepared to make changes in target markets or recruitment strategies.

Recruitment Case Studies

- How will you market to this individual?
- How will you enroll this individual?
- What project design might best fit this individual's needs?
 - Savings rate
 - Delivery mode and content of financial education
 - Case management
 - Financial institution partner
 - Delivery mode and content of asset specific education
 - Other partnerships

Recruitment Case Study 1

- Martina is a single mom who wants to save for a condominium for her family.
- She works as a child care assistant earning \$9 / hour
- She has limited English speaking skills
- She filed for bankruptcy four years ago and currently has a credit score of 575

- How do we work with Martina?

Recruitment Case Study 2

- Charles is a junior in high school.
- He is a member of the Umatilla Tribe.
- He works part-time doing odd jobs for the Tribe.
- He wants to attend Blue Mountain Community College.
- He plans to participate in the Statewide Online Basic Nursing Assistant Training and will need a computer to pursue his degree.
- What might his IDA project design look like?

Recruitment Case Study 3

- Tan is a single 30 - year - old Burmese refugee.
- He has limited English speaking skills.
- He was resettled by IRCO and works as a janitor at the Portland Airport
- Tan was a farmer in Burma. He grew: butter beans, kidney beans, black eye beans, bamboo beans, red beans, mung beans and peas.
- Tan wants a farm on which to grow and harvest beans in Oregon.
- What does Tan's IDA project look like?

Purpose of Retention

- Keeps those participants you worked so hard to find, recruit and enroll!!
- Ensures maximum success for savers.
- Saves time and money administratively!
- Helps ensure that project funds go to community of savers and not back to funders.

Objectives of the Session

1. Define attrition and retention
2. List factors that impact attrition and retention rates
3. Describe accountholder success
4. Identify facilitators as well as obstacles to successful completion at each step in the AFI Project

Objectives of the Session

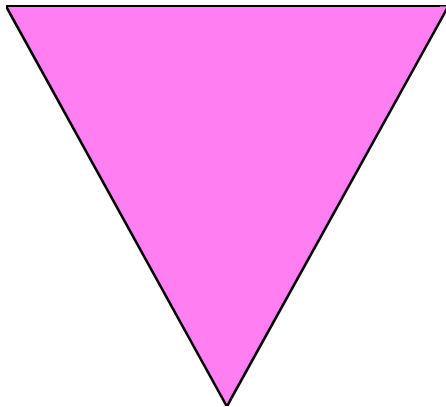
5. Identify and prioritize programmatic strategies to enhance success and mitigate/eliminate obstacles
6. Develop and implement retention plan
7. Describe different methodologies and resources that can facilitate problem solving during emergencies

Accountholder Success

- What is accountholder success?
- Why is identifying and communicating interim success important?

Retention and Recruitment

- What is the relationship between recruitment and retention?

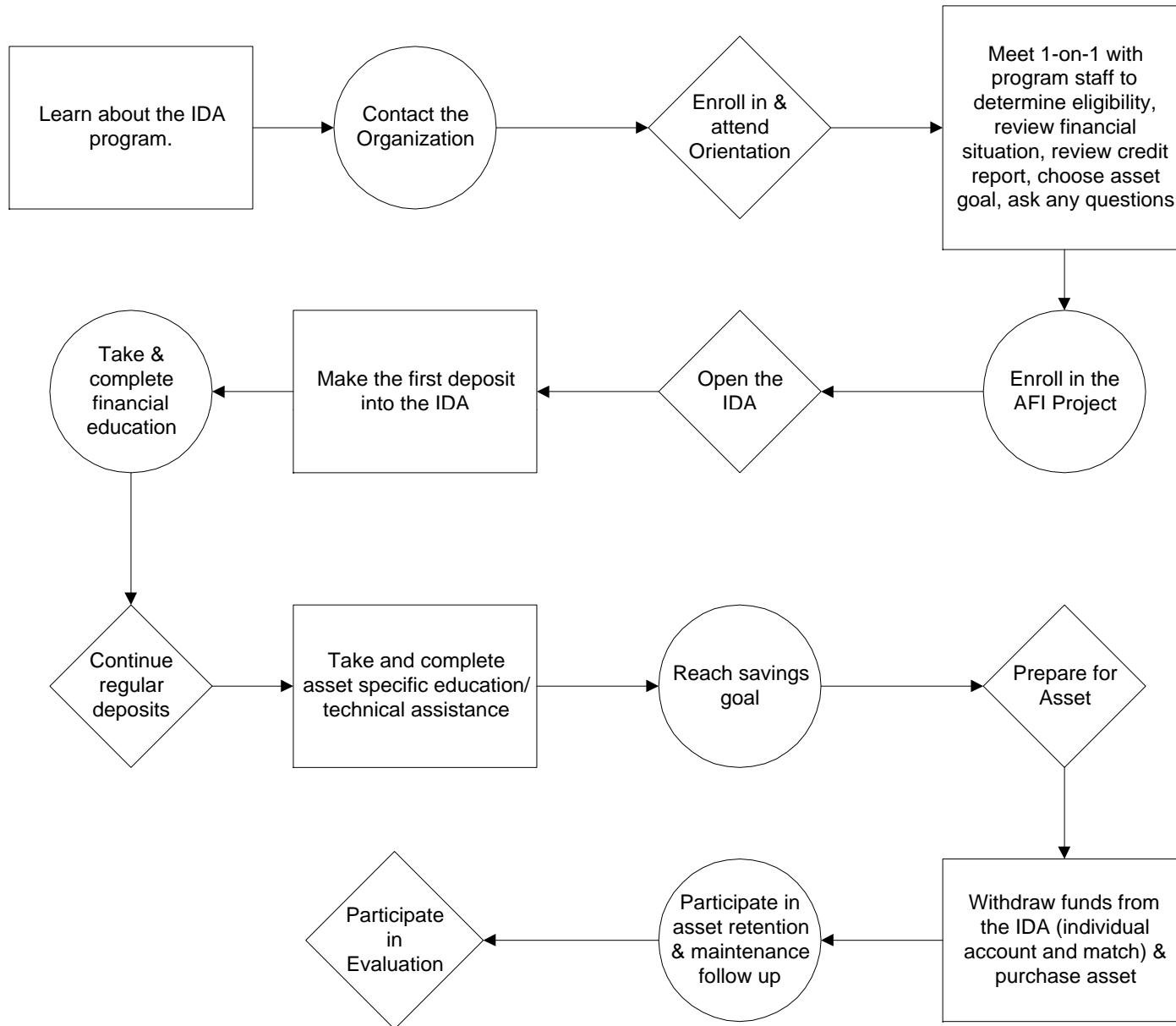


Most projects look like this



Best projects look like this

Recruitment and Retention Group Exercise



Strategies for Retention--Group Instructions

- Brainstorm all facilitators and barriers for the step your group has been assigned
- Select the 2 facilitators and 2 barriers that have the biggest impact on retention at that step
- Develop specific strategies that will mitigate/eliminate barriers OR enhance facilitators. Be specific. Answer: HOW

Report Out-Group Instructions

1. The “step” you examined
2. A few of the facilitators and obstacles you identified
3. The 2 facilitators and 2 obstacles that in your opinion have the biggest impact on retention
4. The 2 best strategies identified for each category

Lessons Learned from the Field

- Offer alternatives for making deposits--direct deposit, mail-in, deposit only ATM
- Implement systems of contact and encouragement: Continually monitor progress and Savings Plan. This depends on good data management and organized client files.
- Require savings prior to enrollment
- Do credit check early in project to assess likelihood of success

Lessons Learned from the Field

- Require some or all of financial education prior to enrollment
- Schedule flexible, accessible trainings
- Provide perks for training attendance: location, transportation, childcare, food, interpreters
- Partner with VITA site; encourage lump sum deposit to augment six months of savings

Examples of Allowable Emergencies

- Expenses for medical care
- Payments necessary to prevent eviction or foreclosure
- Living expenses following job loss
- What are other circumstances that might necessitate emergency withdrawals?
- What are circumstances that you wouldn't consider for emergency withdrawals?

Establish parameters for replacing emergency withdrawals within specified timeframe. Provide support network to hasten return to project.

Innovative Retention Strategies

Brainstorm Strategies

Innovative Retention Strategies

- Home Buyers Clubs
- Budget Book Check-ins
- Flexible Project Design: More or less structure as needed
- Help Savers Stay Employed
- Rural -- Seasonal Employment, Migrant Workers, Undocumented, Cash economy
- Increase match rates for lowest income savers
- Rainy Day Funds for Emergencies

Retention Case Studies

- How will you communicate to this individual?
- What interventions might you suggest?
- What kind of linkages might you form to help retain this individual?
- How might you tweak the project design for this individual?
- How would you document this work?
- When do you and the individual decide it might be best to withdraw from the project?

Retention Case Study 1

- Jose is an IDA participant who has shown consistent savings behaviors for 1 and a half years.
- He was recently laid off at a construction company.
- Your IDA project manager noticed that Jose hasn't deposited any savings in his IDA for two consecutive months.
- What do you do?

Retention Case Study 2

- Hannah has been saving for a home for three years.
- She is a cashier at Walmart.
- She planned to purchase a single family residence in Medford.
- She is nearing completion of her savings but is having trouble pre-qualifying for a mortgage.
- She is also concerned that with the rising cost of real estate and the contraction of lending, she may no longer be able to afford a home.

- How might you retain Hannah?

Retention Case Study 3

- Lakisha is receiving an Associate in Applied Science degree in Paralegal at Heald College.
 - She has applied 1/3 of her allotted match to her first semester's tuition and books.
 - She recently was diagnosed with Crohn's disease but does not have health insurance.
 - She does not know how to pay for her necessary medical treatments without withdrawing her IDA savings.
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- How might you assist Lakisha?

Q and A

For more information on this or other AFI IDA Trainings, contact the AFI Resource Center at the Office of Community Services.

AFI IDA Conference July 27-29, 2010.
Scholarships Available

Phone: 1-866-778-6037

Email: info@idaresources.org

Web: <http://www.acf.hhs.gov/assetbuilding>

Or www.idaresources.org