

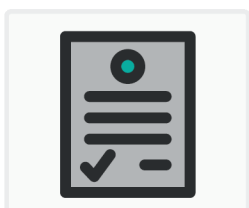
Recruitment Strategies



Drivers and Greeters

Tap into senior groups:

- Local groups through AARP Foundation
- Senior Community Service Employee Programs (SCSEP), US Department of Labor funded programs



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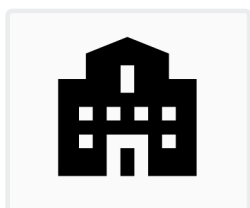
- Visit local mortuary schools
- Job fair (if none are available, organize one)
- Steal from competitor - a competitive market drives the need for favorable retention strategies
- Ask sales, suppliers, vendors
- How was your service at a local restaurant? Reel in a waiter or waitress



Removal/Transfer

Tap into first responders or nurses' networks:

- Take donuts on Father's Day to local police or fire station, and hospital
- Take muffins on Mother's Day to local police or fire station, and hospital



Funeral Profession Awareness Engage the Youth

- Community Expos
- Junior Achievement USA - *Several Junior Achievement events throughout each state depending number of chapters (400-4,500 students per event in Ohio)*
- Form relationships with local school district - participate in career days



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