

SUGGESTIONS for a Successful RYLA 2010 Recruiting Campaign

The Goal of any Rotary Youth Leadership Awards (RYLA) Recruiting Campaign is to recruit the best possible candidates for the honor of participating in the NA RYLA program. The best candidates are Sophomore, Junior and Senior Students who score high academically, demonstrate leadership skills in their school, participate in community service activities and have not previously attended NA RYLA. They must also attend 100% of the NA RYLA Program. The following suggestions are provided by Rotary Clubs who have conducted highly successful recruiting campaigns during the past two years.

1. ADVERTISE: Local Newspapers and High School Newsletters

- **Provide an explanation of NA RYLA and that applications are being accepted for the 2010 program.**
- **Identify the local Rotarian point-of-contact, phone number, e-mail address, and web-address where complete information and applications forms may be found.**

2. PERSONAL CONTACTS: School Principals, Guidance Counselors and Interact Club Sponsors are excellent points of contact for recruiting students and handling applications. They are in very good positions to know which students will be the best candidates for the NA RYLA program and what it has to offer. Private schools and the Home School Network are also sources of great NA RYLA Candidates.

- **Make an appointment to visit the Principal, Guidance Counselor and Interact Club Sponsors. Share the NA RYLA story and inform them you are seeking several nominees for your Rotary Club to select from to fill two to four spaces in the upcoming NA RYLA program.**
- **Emphasize that RYLA has no automatic acceptance program; everyone is judged on merit. It is a program for the best and brightest young people in your community who have not previously attended NA RYLA. Interact members are great candidates since they already know about Rotary and our goals. Some Rotary Clubs use a written process to consider and select the applicants. Only complete applications will be considered.**
- **Ask the school administrators to display a RYLA Poster and distribute the application packages. Give them seven to ten days to distribute, receive, screen, and return the completed applications to the Rotary point of contact.**

3. PROCESSING APPLICATIONS: How to select the best NA RYLA candidates.

- **Select a panel of three to five Rotarians who review all completed applications. Use a weighted scale as a guide for selecting applicants. Suggest the applications be copied with names concealed and then reviewed and scored anonymously.**
- **Each Rotarian panel member ranks the applicants independently. Suggested point scale:**
 - **Education: GPA** 1 to 10 points
 - **Educational Awards** 1 to 10 points
 - **School Activities** 1 to 10 points
 - **Hobbies and Recreational Interests** 1 to 10 points
 - **Community Service Support** 1 to 10 points
 - **Why I want to attend RYLA** 1 to 10 points
 - **Maximum Points** 60
- **The Rotary RYLA Coordinator receives all ranked applications and integrates the applications into a single rank order list. From this list, the selections for the NA RYLA program are confirmed.**
- **It's a good practice to maintain a list of approved alternate candidates in the event of cancellations. Once the Rotary Club agrees to sponsor a student, they agree to pay a not-refundable registration fee of \$260.00.**
- **Be sure to acknowledge receipt of all applications, thank them for participating and inform them that they were or were not selected. Remind all candidates that the NA RYLA program will be offered again next year.**
- **Retain and protect applications and scoring sheets no more than three months since they contain personal information about the candidates.**

4. SUBMITTING APPLICATIONS:

- **Winning applications only and the required non-refundable tuition fee of \$260 per student must be forwarded to the North Alabama RYLA Planning Committee. Attn: Debbie Dryer, P.O. Box 814, Huntsville, AL 35804 not later than January 15, 2010.**