



More Than Just a Job Ad:

Try these Creative Recruiting Ideas

1. **Pipeline:** Maintain frequent contact with interested and quality candidates.
2. **Publicity:** Advertise, host events, be seen as an active business within the community to spread the word about HOW GREAT it is to work for Employment Plus!
3. **Employee Networks:** Ask for referrals constantly! Offer incentives for referrals.
4. **Educational Institutes:** Place your job on a local university website, or call the university career center and discuss potential ways to reach new graduates. Develop relationships with a contact from the career center so they can continually send quality candidates your way.
5. **Recruit the currently employed:** Stay in contact with candidates who have shown interest but are employed. Also use your involvement in job fairs, workshops, trade shows, community events to keep your eyes open for talent—even if talent has current employment!
6. **Alternative Advertising:** Think signs, billboards, TV, radio, etc. Try to think outside of the newspaper and online job boards!
7. **Community Advertising:** Local church community boards, laundry mats, apartment clubhouses, and the community boards at local parks and the YMCA are good sources for advertising open positions/general ads about our organization.
8. **Community Advertising Part Two:** Any organizations you may be involved in, such as the Chamber of Commerce, your local SCHIRA or SHRM, Gardening/Fitness Clubs, and even the Parent Teacher Association would be a great place to network and find good people! Always bring your business card!
9. **Open Houses:** Hold open houses or an “After Hours” in your community specifically for job seekers. Make sure it is after hours so that people who have children or work during the business day can attend.
10. **Constant Recruiting:** Leave your business card with a friendly server, cashier, attendant, hair stylist, etc., who has helped you and demonstrated great customer service. Write on the back “Call me to discuss possible job opportunities –we could use talent like you!”
11. **Mobile Recruiting:** Place magnetic signs on the back of cars, trucks, vans, etc. that say “We are hiring! Call Employment Plus.”

12. **Correspondence:** Create Postcards that say “Why should you work for Employment Plus?” and list our competitive benefits and incentive programs. Also include information about referrals. Mass mail these postcards within your area, leave a stack of them in certain places (store counters, front of grocery store, video rental place, etc.), or put them in mailboxes/door steps around the neighborhood. You can hear “the buzz” a block away!
13. **Sports PR:** Sponsor a high school or college sporting event, you will get your name on the program and maybe even t-shirts.
14. **Inexpensive PR:** Sponsor a church bulletin; they have open advertising in the back.
15. **Branch Contest:** Start a “Recruiting Hot List” for your branch. Make it a contest to see who can comprise the most recruiting ideas to the Branch Manager within a month. The winner gets a prize and the branch will have a great resource to use in the future!
16. **Campus Talk:** Volunteer to speak at a local HR/Business Administration class at a university or nearby community college! Offer on the spot interviewing!
17. **Temp to Career:** Speak to a local graduating class about temping their way to a great career!
18. **Workshop 1:** Host a free resume and cover letter critiquing workshop! Be on the lookout for talent!
19. **Workshop 2:** Host a free interviewing tips workshop! Keep your eyes open for your next superstar!
20. **Workshop 3:** Host a free 30 minute course on a desirable job skill, such as Microsoft Word, 101. Serve refreshments and offer participants to leave a resume or give them a business card. Speak for the company for 2 minutes before commencing the lesson.
21. **Mass recruiting:** Place fliers on the window shields of parked cars that have creative wording and grab attention. Ensure you are not violating solicitation rules.
22. **Mass recruiting 2:** Go to businesses that are closing and hand out fliers.
23. **Web-working:** Search online for career/job forums and post job opening announcements
24. **Close to home:** Recruit interested spouses or significant others of current employees. Ask them for referrals as well.
25. **Transit Recruiting:** Post jobs and advertising fliers at airports, bus terminals, taxi terminals, etc.
26. **Will Train:** If applicable, include the words “No experience necessary” or “Will Train” in job ads.
27. **Minority Organizations:** Contact your local Hispanic Chamber of Commerce or Minority formed organizations to spread the word about how great it is to work for you!
28. **High Traffic:** Post bright and colorful fliers in high pedestrian traffic areas of town. Examples might be the Department of Motor Vehicles, near a University’s student union, or near the public library.

29. **The Recruiting Works:** Contact a local pizza place or restaurant with paper placemats. Ask if you can supply the placemats and advertise on them! If they already have them supplied, ask if you could put your company logo on them!
30. **Indoor Advertising:** Contact a company/store/restaurant that places advertisements inside the stalls of a restroom to advertise/recruit!
31. **Put it in Writing:** Develop relationships with services that help people write resumes. They are often aware of skills and interests of great candidates!
32. **Department Heads:** Contact the Head of a Department at a local university; they can refer interns, graduates, or quality candidates for special projects. If you are looking for someone that is bilingual in Spanish and English, contact the Spanish Department.
33. **Social Aid organizations:** Contact social service aid organizations that can refer quality candidates looking for a job.
34. **Pocket Packet:** Create a packet of information on our company, including information about benefits and bonuses, testimonials, and successful placement rates. Keep these handy in the office and when you are networking! Send some to social service organizations, chambers of commerce, career centers, resume writing firms, etc.
35. **Let's all go to the movies:** Price advertising at the movie theaters. Before the credits, the theater sells advertising slots for local companies. Put on your slide that "Employment Plus is the #1 place to find jobs" and your website, so anyone intrigued can look up open positions.
36. **Retention and Recruiting go hand in hand:** Ask your candidates at the end of the interview "If I met a former boss of yours, and asked to hear just one sentence about you, what would that sentence be?" This will give you an accurate picture of your candidate and by catching them off guard, you can decide if this is the right or wrong candidate for the job.
37. **Write specific job descriptions.** This will help attract those experienced candidates that know they can do the job right!
38. **Use your alumni connections!** Visit high school reunions, college reunions, get in contact with former friends and peers, etc. Recruit them or ask them for referrals.
39. **Shower them with gifts:** Price pens, hats, yo-yo's, notepads, binders, key chains, cozies, etc. with our logo on them. Always keep a few and give out these unique gifts at job fairs, networking events, or just to service people who have helped you in lieu of or in combination with your business card. The more creative the gift is, the more it will be remembered.
40. **Free Brunch:** Host a "bring a friend" breakfast for current employees, asking them to bring a friend looking for a job. Have enough donuts, waffles, bagels, juice and coffee for everyone. This should bring in more applicant traffic and get you some quality referrals.

41. **I read the news today:** Gather a list of quality candidate's email addresses. Send out a monthly newsletter with open positions, reminding them of referral bonuses and how great it is to work for your company.
42. **Spread the word on paper:** Create "Recruiting Business Cards" on Publisher and print them out. List five jobs you want to fill this week on them. Carry a stack of them with you, leave a stack in the office to give to associates to give to friends, and also give/mail them to clients or contacts. Ask local career centers or community organizations if you can keep a stack of them at their office.
43. **Student Chapters:** For professional positions, contact local universities and inquire about their student organizations. Colleges usually have student SHRM chapters, educational fraternities/sororities and more that may have seniors or alumni networks full of valuable resources.
44. **House for Sale, Candidates for work!** Make contacts with real estate agents. They are often aware of people relocating and looking for work.
45. **Don't hang in the towel, there's more creative ideas!** Create door hangers and hit local neighborhoods for two hours a week. Ask a local pizza place or restaurant if they would like to split the cost and add a coupon or advertisement.
46. **Creative print ads:** Think outside of the box when posting ads or making publications. One company took a picture of their president after finishing a pie eating contest. The ad read "You should see us on Casual Fridays." Make it professional, non-discriminatory, but intriguing, and you should elicit a strong response!
47. **Branding:** On any recruiting publication, brag about what makes us different and the best place to work for! Feel free to survey a few associates and ask them why they enjoy working with us, and then take the common responses and use it to testify about how great we are!
48. **Recruit in your Email Signature:** At the bottom of every email, even to friends and family, include a line about registering on the company website; add that if they upload their resume to our website it will be viewed by local employers!
49. **Keep to a schedule:** Set a calendar appointment to search Monster or HotJobs every 2 weeks for resumes that are hard to fill positions. Make contact with these candidates even if you do not have any positions open, but expect to in the future. They may be interested in the future, and they may be able to grant you referrals of others in their industry!
50. **Offer value:** Create a handbook on resume writing or interviewing tips, use it at your resumania but also include the Employment Plus logo and information. Drop this information off at your local career centers and social service organizations to distribute. This is passive recruiting that educates as well!
51. **The Golden Rule:** Always reply to candidates, even if it is the same message. Include your contact information and information regarding our website. Making a good first impression and personal contact will go

- along way towards this candidate's opinion of our company, as well as their friends and contacts opinions!
52. **Radio/TV Star:** Place an ad on the radio or cable, sponsor or start a local public radio program or television program (access cable) based on Jobs and Careers
 53. **Paper trail:** Write (even if you pay for it) an article for the paper on Career advice
 54. **Clerical Contest:** Sponsor a "Fastest Typist" contest, recruit the participants! (Prove it offers a timed typing assessment!)
 55. **Referrals:** Ask downsizing clients or prospects for referrals
 56. **Insta-Interviews:** Offer on-site interviews at the mall, market, hotel, or job fair where you are recruiting. (obtain permission)
 57. **Ads everywhere:** Have you posted in beauty salons, community recreation centers, health clubs, and any other place citizens frequent? (obtain permission if necessary)
 58. **COUPONS:** Offer coupons in the newspaper along with your ads, job seekers can fill them in and mail them!
 59. **Postcards:** Send postcards, emails, or InstaStaff calls to "activate" inactive candidates.
 60. **Teachers Aide:** contact teacher union meetings in the spring, ask them about setting up seminars in their classroom AND in their meetings, send letters to members about summer jobs!
 61. **Direct to you:** Buy Direct mail lists and send out letters/flyers to target groups
 62. **Women's Club Recruiting:** Get a list of all women's clubs in the area, and ask if you can speak at luncheons regarding "Part-Time Opportunities in temporary work."
 63. **Tear Off:** Make tear-off coupons or posters and put them up in your community. Advertise for every tab you receive back you will give out a "Free gift" (candy bar or something small).
 64. **More On-the-spot Recruiting:** Get permission from the local supermarket to set up a table outside on Sundays and recruit there. This idea can be taken anywhere, from the busiest day at the supermarket, mall, bowling alley, etc.
 65. **Transit:** Buy ad space on buses.
 66. **Catch Talent:** Create a funny slogan and put it on bumper stickers, hats, and t-shirts. Give some away to current associates to get our name out. Something like (Front)"Got a Job? We have tons. (Back)Employment Plus." (Front)"Too much of anything is a good thing. Except money." (Back) "Employment Plus- the #1 place to find jobs."
 67. **Referrals are Priceless:** Ask for applicant referrals from Health Club Managers, Nail Salons, Beauty Salons, Local Trade schools, Gas Stations, etc. Offer to pay referral fees or set out flyers and for every flyer returned, pay that business \$5.00.

68. **Never enough PRESS:** Contact Heather Babb to write press releases for local papers about any event/contest/interesting thing happening at your branch.
69. **Welcome Wagon:** Get involved with the welcoming groups in your community, or send them Employment Plus mugs or keychain to add to Welcome Baskets given.
70. **Avon Finders Fee:** Offer Avon/Mary Kay representatives finders fees for referring their customers to you. Ask them to place a Recruiting Flyer in their catalogs and keep some in your branch and give them some to put in catalogs they are going to distribute. Also contact other sales reps, Mary Kay, The Body Shop, Pampered Chef, etc.!
71. **Shop Referral-** Call local businesses and ask for candidates that have applied with them and did not get hired through them. For instance, go to the phone book and look under "Welding." Call any company that sold welding supplies or machine shops and ask for any welders that have applied for positions with them. Fax the company a flier with your information on it, they can post in office/store, and contact you.
72. **Shop Referral Payoff-** For every associate we place, set a goal of hours you want that person to reach. When the associate fulfills that amount of hours, pay the company that referred that person the pre-specified amount.
73. **National Armory-** Locate the local National Armory and ask for their help to recruit soldiers who are transitioning back into the private sector. You can ask to hold a job fair there and/or leave applications for soldiers to fill out while they are there. The applications can be picked up on a weekly basis and we can call the applicants to have them come in the office to complete the application process.
74. **Referral and Retention go hand-in-hand-** Pack sports water bottles that contain the branch info with (3) business cards to hand out, and candy (see below). Create a check stuffer advertising the referral bonus program.



75. **Trick or Treat: Give me a job!** – Check out your local community events like trick or treating. Sometimes churches or malls have a Halloween event where you can volunteer to set up a booth and give out candy to ghosts and goblins, all the while recruiting their parents and guardians! Check out the Halloween Recruiting Flyer to accompany this great idea!

76. **Make an "AWARD BOARD" for the employees-** Feature an EMPLOYEE OF THE MONTH for each client within the Branch. Post information about the employee such as Company Name, Dept, Job Duties, Why employee was chosen, Employee's picture, and some other interesting facts about the winner. Gather this information from each of your clients. Display in the office somewhere. Don't be afraid to shine the spotlight on your SUPERSTARS with this great idea!
77. **Sneaky Recruiting:** Slip Flyers in the front of the free magazines at the grocery/video rental store.
78. **Hustle and Bustle Recruiting:** Set up a table at a grocery store or mall to recruit. You will have to ask for permission to solicit, but if you can have access, choose a busy time (Saturdays at the mall), bring business cards and free gifts (promotional products).
79. **Name Tag-** Wear your EP Name Tag all day long. When you go out to lunch, people will see it and ask you about jobs!
80. **Prospecting-** If you are out prospecting, speak to the HR rep LOUDLY and CLEARLY. Applicants will overhear you are from a staffing company and will follow you out the door to ask you about jobs! (This has happened to Pam in Evansville!)
81. **Swap info:** Go to area business and ask them to display Employment Plus info in THEIR office; and you, in turn, can put their flyers and pamphlets in our office! (Please use sound HR judgment as to the material to display, if concerned, ask HR Department)
82. **Recruiting Bookmark:** Print out/make/buy EP bookmarks! Distribute them to career centers and schools at the beginning of the year (even Elementary school students have parents looking for jobs); bookstores for free; libraries; book drives, and more!
83. **Recruiting Promo Materials:** Ask Gabby to get prices on any of these items for Job Fairs and Giveaways:
Stress Balls; Mousepads, stickers, Notepads, Key Chains, Rulers, Window Clings, Car Magnets; Screens for cars; calculators; banners for POP's; and EP Antennae balls.
84. **Free radio advertising:** Call your local radio station to request a song and say you're from Employment Plus.
85. **Give a prize for the best testimonial** regarding our outstanding customer service and how we stand out from other staffing agencies.
86. **Freshen up your website ads:** Change the wording and post dates at least every two weeks.
87. **When you're having trouble filling a position:** Call on former, long or short-term inactive associates who did a good job for us. It's possible that their present employment situation isn't working out for them or that they may be available. They may also know others who are looking for work.
88. **Unemployment Idea:** Call qualified associates who were terminated are trying to get unemployment from us and offer them a job. This will both

save us money and be profitable at the same time. Their chances of winning the case will not be as good if we have documentation that we offered them another job.

89. **Raffle Recruiting:** At a job fair or other public event, have a drawing for a product or a gift certificate. On the registration form, ask for phone numbers and names of people who are looking for work, including the registrant. Call those people to come in and complete the process.
90. **Display:** In your branch office window, post all of your available jobs. This will enable us to attract potential associates after hours. Also include the website address, so they can apply online immediately.
91. **Promote yourself as an expert.** Write an article on the staffing industry and what makes EPI different and submit it to publications to have it printed. Have it proofed and/or edited by corporate before submission to ensure uniformity and professionalism.
92. **Volunteer for career day at a local high school.** Graduates who are not moving on to college may be looking for a break.
93. **Sponsor an adopt-a-highway area** in your community to keep highways litter free
94. **Donate an Employment Plus service to a charity event or auction.** This could include a free resume critique service, any assessment we have, criminal history background check, or a free consultation on interview tips.
95. **Send hand written thank you notes** to an associate you would like to hire.
96. **Rent or ask for a free a window display** at a location away from your office. Be creative and put on display any of our logo wear etc. Update the display with our current open jobs and contact information.
97. **Join local discussion groups** online or in person for the unemployed or job seekers.
98. **Blog.com:** Start a local job seekers blog.
99. **Give away flyers with free tips for jobseekers.** Put the EPI logo and branch contact info on the flyer. Hand these out at job fairs or networking events. They could include the 10 best ways to get your resume noticed or the 5 best ways to get the job you want or the 3 worst pitfalls for job seekers. (The sky is the limit)! You can also post these tips on bulletin boards, coffee shops, Laundromats, public libraries, or malls. Offer a free consultation and include your contact information.
100. **Sneaky Recruiting:** Ask your clients or your friendly local merchant to keep a stack of tips, on your letterhead, that relate to their business. Some examples are safety tips for a production company, office etiquette for a business (email, phone, making more coffee when you drink the last of it, etc...).
101. **Constant Recruiting:** On your fax cover sheet, try to target those who are already working by including our website address for current job postings. Add a catchy phrase that will entice them to look at our job openings on our website

102. **CareerBuilder.com:** Try proactive recruiting by posting a 30 day post on CareerBuilder.com for a general position you are always looking for! Use this posting and the candidates who apply to build a pool of candidates for now and the future!
103. **Car Lots:** Place recruiting business cards and flyers at Car Lots; also a referral card for each salesman.
104. **Back of Receipts:** Place a recruiting coupon on the back of Grocery store receipts.
105. **Build your talent pool:** When searching on-line for candidates; if you see a qualified candidate that you do not have an opening for at this moment; send them a letter that tells of our service and ask for an interview anyway.
106. **Job Fairs:** Hold job fairs in apartment/dorm common areas or mobile home communities.
107. **Get flyers ready for the Holidays!:** Customize your recruiting flyers for the holidays before placing them on bulletin boards to grab attention!
108. **Reference Recruiting:** When sending a reference check via fax, send one of our flyers as well! Advertise about some of the great jobs we have open, and the services we provide as it may be passed around the office you are faxing to!
109. **Wheel of Retention:** When having an employee appreciation day, have associates who have perfect attendance, an A rating, or have done excellent on assignment, spin the wheel for a fabulous prize. (These employees will have been issued a ticket/coupon). The wheel can have different prizes on it like water bottles, t-shirts, pens, small gift, and a major prize like a \$25.00 gift card. This will spark the interest of those employees who did not receive a ticket/coupon to ask us why they didn't have a chance at the wheel. We then respond that these are the associates who have an A rating and begin to coach them on how they can achieve this.
110. **Certificate of Appreciation:** Award a certificate along with a gift card to the exceptional employee or employee of the quarter.
111. **Yearbooks:** There are tons of High Schools everywhere and no better way to reach graduating Seniors than to advertise in their annual year book!
112. **Weekly Surprise:** Tag one check from each client location with a sticker denoting the winner. Put a letter stating that they won a fabulous prize that week if they can refer a friend to Employment Plus. They must go to the branch to refer a friend and redeem their prize. Creates an incentive for them and makes it fun.
113. **StaffSuite Recruiting Tips:** In Staff Suite, when 'publishing assignment' on ep.com, make a next activity and record the date as the day before so that you always know when to go in and update or remove so you can keep the posting date current; make the next activity for 2-3 weeks away so you always know that published assignment is current on

our website. Also, 'make a note' for all other recruiting activities you do for a particular assignment, such as Workforce, AJB, Monster etc, and create a next activity so you get a task to renew, remove or make current.

114. **High School Grads:** Check your local paper for graduating students, and send them a card to congratulate them, and an EP recruiting flyer with a note from you to come see you for a job!