



The North Korean issue brings together a wide variety of passionate, talented, and smart people. Your job as a Rescue Team leader is to make sure that as many people as possible know about the team, create a space for teamwork, and empower members to take ownership of the team and the team's success. While recruitment is about bringing new members into the team, it also goes hand in hand with your "Changing the Narrative" efforts on campus. The North Korean people are up against one of the greatest challenges facing humanity today and the more people on your campus know about the North Korean issue, **the more people will naturally gravitate towards being a part of the solution.** Below are some tried and true tips on successful Rescue Team recruitment!

Recruiting for general members:

Find the Crowds!

Take advantage of your school's activities or club fair. Make sure you know when it's happening and what the requirements are for teams to be involved. Many times, you'll have to register your team as an official club through your school so find out what these requirements are during the summer before the school year starts! Use the tabling guide under the [Rescue Team resources](#) tab to get some tips on effective tabling.

Create an online home for your Rescue Team.

Whether that's a Facebook group, an Instagram account, or another platform, you can use the account as your team's "home page" where current team members can go to get updates and potential team members can get information about the team. Make sure to use the [brand digital pack](#) to keep the group on brand!



Follow the leader.

A recruitment officer that's dedicated to bringing new people into the team will be an important part of your team's success! This person won't do everything by themselves but will work closely with the rest of the leadership team to plan and execute recruitment activities and make sure that every new member is part of your team's social media page. This officer should be in charge of maintaining a team roster with everyone's contact information. You could even consider having a recruitment committee.

Become your local LiNK and North Korea expert.

As much as you want to change the minds of the people on your campus, you have to first start with your team! Invest a portion of your meetings or entire meetings to learn about North Korea and LiNK. Work together to build out your LiNK stories so that every member can confidently share about LiNK's work. (What's a LiNK story? Find the LiNK Story resource on the Rescue Team page on LiNK's website.)



Teamwork makes recruitment work.

Recruitment and event awareness is a team effort! Hand out fliers together a week before an event, have each team member reach out to their own teachers and professors to make announcements in class, and have everyone on the team post about the event on their own social media platforms. Remember, the recruitment officer will be the one coordinating these efforts but it will take everyone's participation to make it successful!

Get creative.

There are more than a few ways to reach your campus so don't be afraid to think outside the box to reach your audience! You can hang up bright colorful posters all over campus, make chalk drawings on the sidewalk, or organize a flash mob - just be sure to follow school regulations for any of these ideas. If your school has an online calendar or a community board, you can submit a request to have your event publicized there or you can set up a giant chalk board and ask students to write messages of encouragement to the North Korean people. The possibilities are endless!



Reach out!

Collaboration with other clubs and organizations will give you access to a greater audience and create more opportunities for creativity and innovation. Reach out to other clubs, organizations, and even school departments that might have an interest in North Korea. Host a joint screening event, help them market their event in exchange for an opportunity to announce yours, or host a networking event between different clubs and organizations.

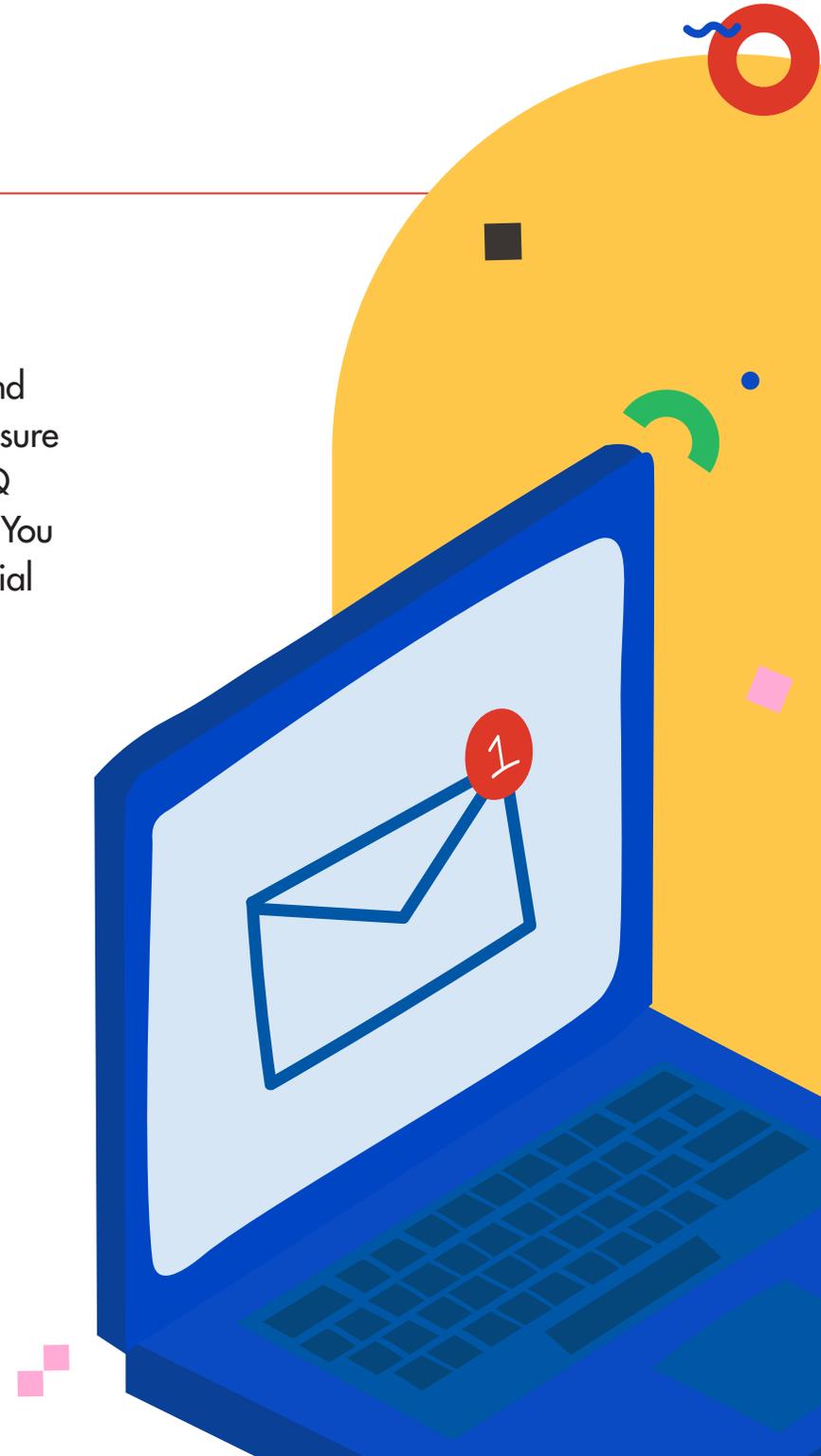
Wear your passion.

Some of the best LiNK conversations have started with a LiNK t-shirt. Ask your design chair or committee to create a unique shirt for your team or buy some swag from the [online shop!](#)



Stay connected to LiNK HQ!

At the beginning of each school term, send your members names and email addresses to rescueteam@libertyinnorthkorea.org. This will ensure that each member receives all Rescue Team communication from HQ and will help every member feel connected to the larger movement. You can also encourage all of your team members to follow LiNK on social media!





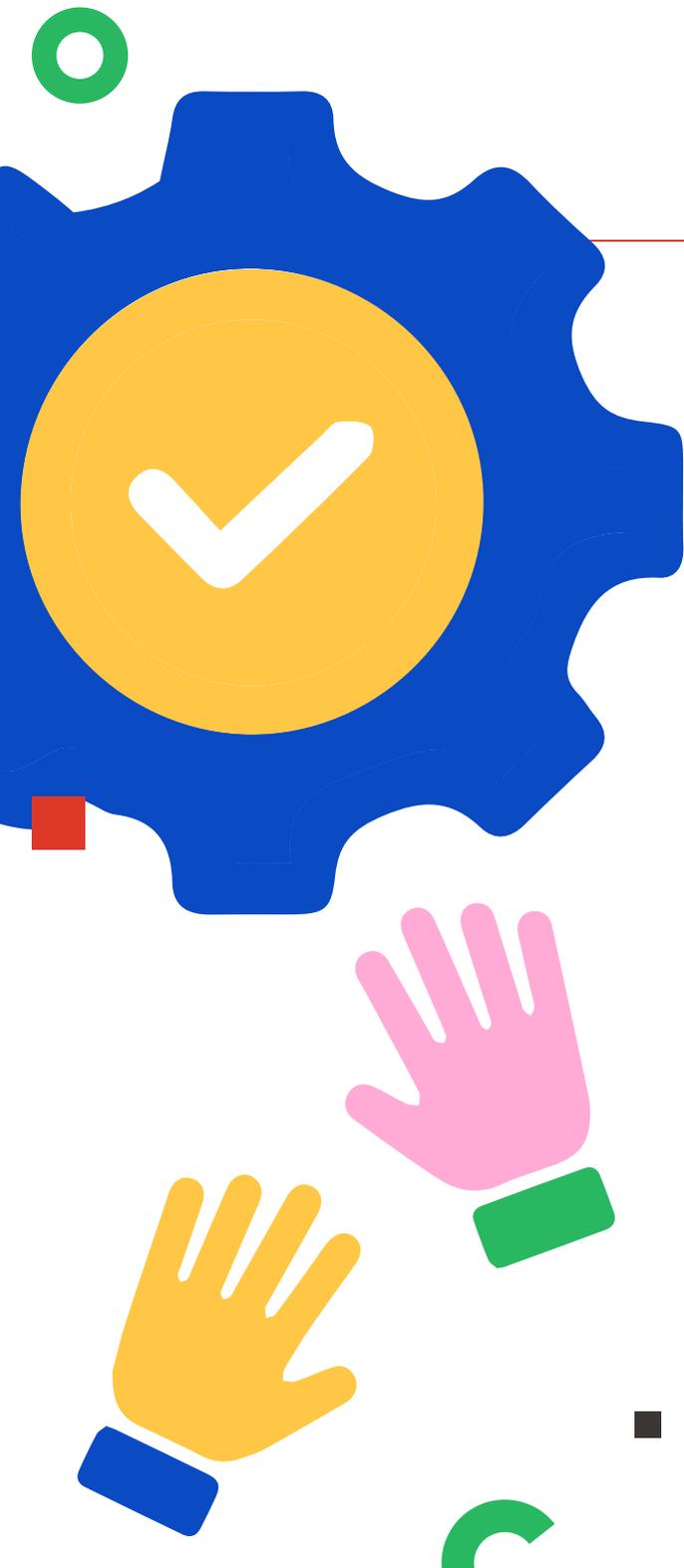
Recruiting For Future Leaders:

We all love having options.

Provide different levels of involvement for members. From taking on a leadership position, being part of a committee, volunteering at certain events, to simply promoting and attending events, there are so many ways that people can be involved in the mission!

Be prepared!

Start the recruitment process early! A second semester goal should be to equip, select, and hand over the reins to the next group of leaders. Figure out what it'll look like to pass the wisdom and experience along. This could look like documenting the responsibilities/examples in a Google Doc or setting up a few one-on-one meetings between former and new officers.



But what do you do?

Using the descriptions in the [Maintaining Your Team Guide](#) as a template, write out the roles and responsibilities for each officer. You can use that list to help potential officers consider applying for these roles but current and former officers can also use these descriptions to highlight the skills they've acquired and developed as a Rescue Team leader on resumes, LinkedIn profiles, and cover letters!

Choose wisely.

Who wouldn't want to be a Rescue Team leader? You get to stand with the North Korean people, build awesome skills, and work with amazing people. But schedules will get busy and there will be moments when leaders in your team will have to prioritize the Rescue Team over other commitments. So when you're filtering through applications or considering future leadership delegations, look for the people you know will be most committed to the vision of the Rescue Team on your campus.

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