Part of being a Global Village team leader is marketing your trip and recruiting members. Habitat for Humanity International’s Global Village program requires all team leaders to be actively engaged in promoting their GV trip, and is here to support you in your efforts.

Closed teams will target recruitment of members within their partner organization (church, school, club, etc.). Open team leaders are encouraged to reach out to a much larger network to recruit participants:

**Online Web Flyer**
HFHI’s Global Village program will help you create an online Web flyer. Team leaders will receive an electronic version of a HFHI template flyer in which they may insert the team-specific information in the highlighted sections. All open teams will be advertised on the GV Trip Schedule at habitat.org/cd/gv/schedule.aspx. The GV page is one of HFHI’s most-visited Web pages. Your trip flyer will also be linked from the ‘Where we build’ country profile for your destination (habitat.org/intl/maps/default.aspx).

**Team Leader Recruitment Ideas**
It is vital that team leaders work to recruit participants through various other methods. Please do not rely solely on the Web flyer. Consider the following:

- **Alumni associations**: Contact the alumni associations of schools you have attended or organizations you have been a part of (AmeriCorps, Peace Corps, etc.).
- **Churches**: Contact your church and other churches in your area. Ask friends and family to do the same.
- **Area civic organizations and clubs**
- **Family and friends**
- **Sample recruitment letters are available at habitat.org/gv/catalog/suppdocs/gv_samplemarketingletters.doc.**
- **Local HFH affiliate(s)**
- **Local news outlets:**
- **Past team members**: If you have participated in or led trips before, notify all of your past team members you will be leading a trip.
- **Personal website or blog**
- **Press releases**: A sample press release is provided.
- **Local schools/campus**
- **Workplace**
- **Paper flyers**: Create for distribution when making presentations or post to bulletin boards at:
  - Library
  - University campus
  - Church
  - Workplace
- **Social sites online. Some examples include:**
  - Facebook
  - Twitter
  - LinkedIn

**Tools from Habitat for Humanity International**
HFHI has provided team leaders with a variety of tools to help your recruitment efforts, including:

- **Global Village ‘Welcome!’ DVD**, with a variety of videos about Habitat and Global Village
- **Online resources to help educate and excite people about Habitat’s mission and work:**
  - A quick tour, fact sheet, FAQs, timeline and other resources are available at: habitat.org/how/default.aspx
  - GV Video: http://www.youtube.com/watch?v=OihKJHLawzM
  - Habitat Videos and PSAs: habitat.org/stories_multimedia/photo_video/
  - Habitat World magazine: habitat.org/hw/default.aspx
  - Contact your Volunteer Engagement specialist if you would like hardcopies.
  - Homeowners stories: habitat.org/stories_multimedia/homeowner_stories
  - Volunteer stories: habitat.org/stories_multimedia/volunteer_stories/
  - ‘Where we build’ world map and country profiles: habitat.org/intl/maps/default.aspx
Volunteer Engagement Specialist Support
Your Volunteer Engagement specialist may be able to help with some special promotion of your trip. This may include:
- Including the trip as a “Featured Trip” on habitat.org/gv and in the Global Village Update e-newsletter.
- Sending trip information to U.S. Habitat affiliates that tithe to the destination country.
- Providing promotional brochures (available upon request) for distribution.

Host Country Coordinator Support
Your host country coordinator may be able to provide recruitment assistance, including:
- Promoting the trip to past GV participants that have visited the country.
- Suggestions of organizations that have worked with or supported the country’s Habitat program in the past.