Summer Rec Staff Recruitment Campaign – Checklist

Copyright Vermont League of Cities and Towns
Current as of: 11/28/2026

Follow this step-by-step checklist for launching your summer recreation staff recruitment campaign:

1. Early Planning and Strategy Development:

- Set Goals: Define how many lifeguards and camp staff you aim to recruit.
- Develop a Timeline: Plan key recruitment activities from now through the spring.

2. Outreach and Recruitment Materials:

- Design Materials: Create brochures, flyers, and posters highlighting job benefits and training opportunities.
- Prepare Presentations: Develop engaging presentations for career fairs and community events.

3. Attend Career Fairs and School Events:

- Register Early: Sign up for local high school and college career fairs.
- Engage Students: Set up interactive booths and prepare to answer questions about the roles.

4. Partner with Swim Teams and Community Clubs:

- Reach Out: Contact local swim teams and aquatic clubs for potential partnerships.

Copyright Vermont League of Cities and Towns
Current as of: 11/28/2026

- Schedule Info Sessions: Plan visits during practices or meets to discuss opportunities.

5. Host Community Engagement Events:

- Plan Open Houses: Organize events at your pool or camp facilities to showcase roles.
- Offer Workshops: Schedule free workshops on water safety, CPR, and first aid.

6. Encourage Networking and Referrals:

- Incentivize Referrals: Create a referral bonus program for current staff.
- Leverage Networks: Encourage staff to share job openings with their circles.

7. Promote Lifeguard and Certification Programs:

- Organize Classes: Set up lifeguard certification courses at local pools.
- Offer Intro Sessions: Provide introductory training sessions to attract interest.

8. Collaborate with Local Businesses:

- Form Partnerships: Connect with gyms, sports stores, and other local businesses.
- Display Materials: Arrange to have recruitment posters and flyers in their locations.

Copyright Vermont League of Cities and Towns
Current as of: 11/28/2026

9. Monitor and Adjust:

- Track Progress: Regularly review recruitment progress to identify successful strategies.
- Adjust Plans: Be flexible and ready to adapt if certain approaches aren't yielding results.

10. Finalize Hiring and Onboarding:

- Conduct Interviews: Begin interviews and selection processes early.
- Plan Onboarding: Develop a comprehensive onboarding program to welcome new hires.

Action Steps:

- Assign specific tasks and deadlines to team members.
- Schedule regular check-ins to discuss progress and address any challenges.
- Maintain open communication with potential hires and community partners.

By following this checklist, you'll create a structured and effective recruitment campaign that attracts the talent your summer programs need.

This document was created in part with artificial intelligence and was reviewed by a human subject matter expert.

Publication Date

06/20/2025

Copyright Vermont League of Cities and Towns
Current as of: 11/28/2026