



Checklist

Launching Your Summer 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.
- ☐ 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.

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.