

# Recruitment Toolkit for Teacher Leaders

One of the most important steps in leading professional learning is inviting others into the experience. Teachers are busy, and participation often depends on clear communication, personal relationships, and timely outreach. This toolkit is designed to help you successfully launch a workshop or learning community.

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## Recruitment Tips for Building Participation

### 1. Start Outreach Early

Try to begin invitations within 3-4 weeks of the start of your school year. Early outreach helps maintain momentum and gives educators time to plan.

Even a “save the date” message can help generate interest.

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### 2. Lead with Value

Teachers are more likely to participate when the invitation clearly answers:

- What will I gain?
- How will this help my students?
- Is this worth my time?

Focus on:

- Practical classroom strategies
  - Ready-to-use resources
  - Collaboration with colleagues
  - Professional growth and recertification points through W&M
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### **3. Use Multiple Recruitment Channels**

A single email is rarely enough. Consider combining several approaches:

#### **Personal Invitations**

Direct outreach is often the most effective strategy.

- Invite colleagues individually.
- Reach out to department chairs, instructional coaches, and administrators.
- Ask trusted educators to recommend and/or invite participants.

#### **School and District Networks**

Share information through:

- District newsletters
- Social studies coordinators
- Professional organizations
- Regional educational networks
- State councils and teacher associations

#### **Digital Promotion**

Use:

- Email lists
  - School or district calendars
  - Social media or educator groups
  - Professional learning community spaces
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### **4. Keep Participation Accessible**

Participation increases when expectations feel manageable.

Consider:

- Offering short introductory sessions
- Providing virtual participation options

- Scheduling sessions after consulting potential participants
  - Sharing agendas in advance
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## 5. Build Community, Not Just Attendance

Teachers are more likely to stay engaged when they feel connected to one another.

Helpful strategies:

- Encourage discussion and collaboration
- Invite participants to share classroom experiences
- Celebrate implementation successes
- Follow up consistently between sessions

A learning community grows through relationships as much as content.

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## Sample Recruitment Email

Subject: Invitation to Join a We the Teachers Learning Community

Hello Colleagues,

This summer, I participated in the We the Teachers Congress of Educators, a national professional learning experience focused on innovative and engaging approaches to teaching the American Revolution and civics education.

As part of this initiative, I will be facilitating a local professional learning opportunity for educators interested in:

- (lilyPD course content)
- (strategies modeled at Congress)
- (etc.)

Participants will have opportunities to collaborate with colleagues, explore practical teaching strategies, and access high-quality instructional materials developed through the program.

[Insert details about format, dates, location, or virtual meeting information.]

If you are interested in participating or learning more, please contact me at [Insert Email].

I hope you will consider joining us.

Best,

[Name]

# One-Page Flyer Template

## Bring the American Revolution to Life in Your Classroom

### Join a We the Teachers Professional Learning Community

Explore engaging approaches to teaching:

- The American Revolution
- Historical inquiry
- Civil discourse
- Primary source analysis
- Student-centered history instruction

### Participants Will:

- Collaborate with fellow educators
- Access classroom-ready resources
- Learn practical teaching strategies
- Explore innovative instructional approaches
- Connect national scholarship to classroom practice

### Ideal for:

- Elementary, middle, and high school educators
- History, civics, humanities, and ELA teachers
- Instructional coaches and curriculum leaders

## **Program Details**

[Insert Dates]

[Insert Location or Virtual Information]

[Insert Registration Information]

## **Contact**

[Insert Facilitator Name and Email]

Sponsored through the We the Teachers Congress of Educators