

## Recruiting Participants

There are many ways to successfully recruit your participants. Whether you are hosting your class at a public space or privately in your home, we suggest using more than one strategy from below:

**Work with your site.** If you are planning to host your class at a local school, library, community center, residency center, or other space where people congregate for other events, ask your site to help you spread the word through their regular communications channels—newsletters, announcement boards, emails, etc. If your class is being planned at a church, inquire about making the class part of a weekly church announcement or bulletin.

**Hang flyers near your space.** Add your class information to the Oldways Template Flyer and hang it up in coffee shops, grocery stores, libraries, gyms, and other community venues that allow flyer advertisements. (Be sure to ask before hanging!)

**Share the flyer or other announcement by email.** If you'd prefer to share the flyer digitally, save it as a PDF file and send it out to friends and family by email. This is a good avenue for someone teaching at home who would prefer to have only people that he/she knows attend.

**Use social media.** Share the flyer, [ATOAH Video](#), and/or announcements about the program through Facebook, twitter and other social media sites. Oldways Twitter handle is @Oldwayspt. You can also join Oldways [A Taste of African Heritage Facebook Group Page](#) and invite prospective participants to join.

**Create an Eventbrite.** This is a wonderful, easy way to create a professional-looking invitation and RSVP system that allows you to keep track of how many attendees you will have coming, without having to use your personal email or personal social media pages. Encourage recipients to invite their friends and family; they can share the number of their party directly in their RSVP. To visit Eventbrite go to: <https://www.eventbrite.com>.

**Host a Registration Night.** Instead of starting off your series with Lesson 1, consider starting one week early with an information/registration night to get potential attendees excited about the program – so excited that they tell their friends and family, to fill up your roster! Use this event to pass out the “[Welcome to the African Heritage Diet](#)” brochures and program reports. Talk about what it means to eat like “the old ways” and what African heritage foods and cuisines include. Give a sneak peak at the lessons and recipes. Consider bringing in cookbooks from our **Recommended Reading List** sheet. If you have the space and time, consider showing your favorite nutrition documentary—“Soulfood Junkies” by Byron Hurt – or share Oldways’ [A Taste of African Heritage Video](#).