

Assessing Recruitment Materials and Methods

Method\ Material	Advantages	Disadvantages	Skill	Use\ Considerations	Number\ Frequency	Estimated Cost
Calling Cards	Variety of Uses Easy to produce Novel Makes a direct appeal	Limited text	Design Printing\ Production			
Bumper Stickers Buttons	Eye catching Can be sold as fund raiser	Limited message Initial production costs may be high	Design Production Sales\ Distribution			
Take One Display	Visual display plus readable material Can reach many	Time\skill to negotiate display locations Quantity of materials to fill & refill displays	Planning Negotiating People to post	An attractive display is essential - poor quality would do "image damage"		

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