



**YOUTH  
WITHOUT  
LIMITS**

## **DofE Recruitment Toolkit: 5 Sure-fire ways to spark interest in DofE**

### **1. Hold a taster session**

The only limit here is your imagination. Ask a local DJ to teach kids how to use decks. Run a skateboarding class. Ask a motorbike club to run a basic mechanics session. Hold a race to see who can put up a tent the quickest. Join a local environmental group and help repair natural habitats. In short, give young people a taste of what the DofE can be, then encourage them to sign up, follow their own passions and discover talents they never knew they had.

### **2. Appoint an ambassador**

There's no one better qualified to talk about the DofE than someone who has achieved an Award and knows the impact it can have. If you've run DofE before, why not ask an Award holder in your centre to become an ambassador? They could speak to potential participants and offer mentoring as new recruits decide which activities they want to take on.

### **3. Hold a Q&A**

Get a panel together – ideally including Award holders from your centre – and invite young people, parents and carers along to ask everything they want to know about the DofE. You could do it online or in-person. To get the ball rolling, it can help to ask your panel beforehand to think of questions they had before doing their DofE. Start by answering those and the first hand in the audience will come up soon enough.

### **4. Use every available communications channel**

Facebook. Twitter. Newsletters. Emails. Noticeboards. Intranets. Whatever is available to you to get the DofE message out there, use it! (Don't forget there are letter and email templates, flyers and posters here, in your online recruitment toolkit).

### **5. Do your own thing**

We love hearing your inspired ideas for spreading the word about DofE and recruiting new people to get involved. However you do it, let us know what works by emailing [communications@DofE.org](mailto:communications@DofE.org)