THE SOIL AND WATER CONSERVATION SOCIETY NEEDS YOUR HELP

We need your help to make the Emerging Leaders Program a success! We are looking to recruit diverse early career professionals in conservation for this exciting leadership opportunity. The most effective method for recruitment is one-on-one outreach. Think about your coworkers, family, friends, former students, and partners in your network. You’ve likely come into contact with at least one motivated and passionate future leader who could benefit from this program.

Here we have compiled some tips and guidance as you reach out to people and recruit new candidates for the 2025 class of SWCS Emerging Leaders.

TIPS FOR REACHING OUT

Make the Ask
Go a step further: instead of just encouraging them to apply, ask them to!

Make it Personal
Tell them how they specifically would benefit from the program. Pull from your past work and experiences with them to convey that they would be a good fit.

Tell a Story
Tell them about how you found your way to SWCS and how being a member has positively impacted your career and therefore why it’d be important for them to get involved.

Offer Support
Offer to help them with the application or to meet with them to go over the program in more detail. If you are their employer, offer to let them work on the application and the program during work hours.

Don’t Be Shy
Even if it’s been a while since you have talked to them, know that they will be honored that you thought of them.

MORE WAYS TO SPREAD THE WORD

| Share internally at your work | Share on social media |
| Forward the promotional materials to other professionals and colleagues in your network that can help spread the word |

Encourage potential applicants to visit www.swcs.org/growconservation to learn more and apply.

Applications are due August 15 and program space is limited!

Contact renee.bouldin@swcs.org to request additional outreach materials.