

THE NEED: 30+ PATROLLERS FOR TERRAIN EXPANSION

Backside Expansion added a new chairlift, seven new runs, 30% additional terrain, creating need to add 30+ new Patrollers. The patrol's normal OEC classes averaged 10-20 people -- **time to aggressively recruit!**

TACTICS: HOW IT WORKED

Started early. Scheduled "Ski Test" recruiting day for spring. Recruiting action items started in fall before at annual Ski Swap in late October. Patrollers actively recruited at the Swap.

Dedicated "recruiting coordinator" to track, engage, follow-up directly with each recruit, creating relationships from the beginning and allowing advance screening.

Recruiting Website (mssp.org) focused on patrol culture, inviting recruits to "Join a family."

Organic social media strategy for consistently posting quality, engaging content that echoed the website, raising engagement to set the stage for social media advertising success.

Productive partnership with the ski area provided webcam signage (300,000+ visits), and complimentary lift tickets for candidates who came up to shadow, and on Ski Test day.

Formed PERSONAL connections through recruiting coordinator, ski test invitations. Also asked patrollers to spread word, contact friends, and share social media content

Facebook "Event" and Advertisements. Two weeks before Ski Test, created a FB event and promoted it with small budget using selective targeting, also created complementary Facebook and Instagram ads that built on previous posts about ski patrol lifestyle that linked to the event.

RESULTS

Screened more than **250 potential patrollers.**

More than **8,000 impressions** on the Facebook Event, resulting in **81 RSVPs**

Screened record number on Ski Test day, so strategically selected OEC invitees

Invited 37 candidates to OEC

