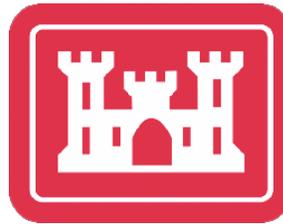
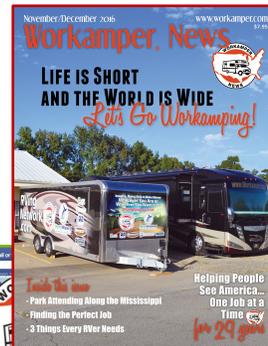
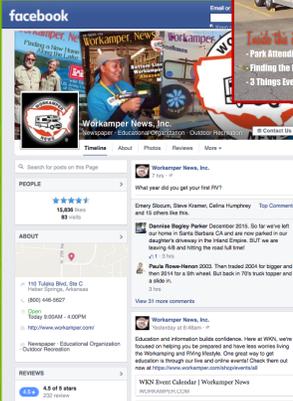


How to Recruit Workampers



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Who are Workampers®?



- Variety of ages
- Every kind of RV
- Family, solo, couples, friends
- May be a part-time or full-time RVer
- Huge range of experiences, wants, financial needs, etc.



What do Workampers look for in a good employer?



What Workampers look for:

- Respect
- Understand & appreciate the value they can bring
- Management that is flexible
- Clear outline of expectations
- Be truthful and communicative
- An understanding that the overall experience is what they're in it for

How do I find Workampers?



Recruiting Workampers

They Come to You:

- Run an ad in our magazine or our Hotline email/website system
- Request that your former Workampers share about their experience via WKN tools

Recruiting Workampers

You Go to Them:

- Awesome Applicants Resume Database
- Situations Wanted Ads – Online & Print

When should I advertise?



When to advertise:

- A lot of Workampers are planners.
- Looking for summer help (April/May – Sept/Oct) begin advertising and looking for applicants in the winter (Nov/Dec and Jan/Feb issues of our magazine)

When to advertise:

- If you have an immediate opening - the online Hotline system and the Awesome Applicants Resume Database
- Looking for a large number of applicants - have a consistent presence
- All Workamper members receive the Hotline, and all have access to the current issue of the magazine

What should I include in my ad text?



Help Wanted Ad Text:

It's good to include some basics

- Location
- Job description/positions available
- Duration (season; start date/end date)
- Benefits
- Most important: CONTACT INFO

Help Wanted Ad Text:

But you should also...

- Address the overall outcome for the Workamper
- Remember it's about the experience
- Develop magical allure/excitement

Added Note: You can include more than one position in your ad text. And more than one contact person – like if they contact person A for volunteer and person A for contract positions.

Help Wanted Ad Text:

And other things to consider

- Don't be too brief nor too long
- Play up the uniqueness/beauty of your area
- Consider your contact info (and check spam)
- Is your info clear? Or create too many ?s

How do I interview Workampers?



Interviewing:

- Phone
- Video call (like Skype or Facetime)
- Make sure you set aside at least an hour or more
- Have your questions prepared

****Email is NOT the best method!**

What do I do once I've
hired a Workamper?
How can I help assure
they show up?



Communication!

- Regularly send them emails, call, mail them things (with permission)
- Easy to make up “excuses” to contact them
- Connect them with their co-workers or other management
- Create a Facebook group or forum

Your Employer Gold Membership

- Inclusion in special feature in Sept/Oct magazine (by filling out the survey in the summer)
- Run a 100-word plain text ad in each bi-monthly issue of our magazine
- Four 100-word Hotline ads per year (runs for 2 weeks online; emailed to Workampers)
- Unlimited searches in Resume Database
- Review print & online Situations Wanted Ads
- Articles & Videos
- 2 online courses
- Hard copy of magazine in the mail to your project
- View Hotline Jobs page & magazine online

Note (not mentioned during video)

It's best if a project has one account in our system. This way any ads ran for the project are organized to one account.

In our system there can only be one email address per account, so you need to decide who should be the email address on the account. And it can be changed anytime.

Anyone can login to the website with your account's login info, and multiple people at your project could be using the website at the same time.

Note (not mentioned during video)

When logged in at Workamper.com, on the Dashboard with all of the orange buttons...

Upper right -> there's a blue button labeled:
MANAGE ACCOUNT

- View your account info
- Change any of your contact info
- Turn on/off Communication Preferences
- View past ads ran by your project



Workamper News

**Helping Great Employers Find Great
People for Great Jobs – Since 1987**

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