Guidance for the use of Foundation Recruitment resources

1. **Targeting**

   As your resources are limited, you will need to target them to area where they will be the most effective. These areas need to strike a balance between when demand is highest and the most active parishes.

   Very little will be gained from sending resources to an under-active parish even if it falls in an area of high demand.

2. **Getting the support of parish priests.**

   The best way of getting parishes on board is by getting the local priest involved in the campaign. Make sure you write to him well in advance of Education Sunday explaining the drive to recruit more Foundation Governors.

   You could also include a letter from your diocesan Bishop supporting the recruitment of governors and why they should get behind it.

   When you send the resources to the parishes why not send over a couple of minutes' worth of text for the priest (see section 5) to read out after mass or some sample copy to be included in the parish newsletter. The easier you can make it for the parish priest to include your resources the better.

   Sample text for parish newsletter:

   Are you looking for a way to live out your faith and serve your local community? Can you spare 10-12 hours a month? If the answer to both of these is yes then you would make a great Foundation Governor in a Catholic school.

   If you're interested please contact: XXXXX or visit the diocesan website: XXXXX

3. **Getting the support of local head teachers**

   Distributing the resources through parishes however, may not be the most effective method in your diocese. For some, using your existing school network can be as easily effective.

   Again it is important to think about targeting which schools you want to send resources to. Do you send them to schools when you need to fill governor positions, or do you send them to schools with really active parents who you can get involved in another local school?

   Similarly, a letter from the local Bishop explaining the drive for Foundation governors can be a good way of introducing them to the campaign.

   Head teachers could also be encouraged to speak after Masses at their local church to encourage people to register their interest in becoming a governor.

   Heads teachers need to be followed up quickly as the end of this term is fast approaching.

Sample text for school newsletter/website:

The diocese is looking to recruit more Foundation Governors for the Catholic schools in the area. Foundation Governors are essential in protecting and developing the Catholic ethos of the Church's schools.

They also hold head teachers to account, recruit senior leadership, manage the school's admissions criteria and set the school's budget.

There are only two criteria for being a Foundation Governor:

- You must be over 18
- You must be a practising Catholic

If you are interested, please contact XXXXXXX or visit the diocesan website: XXXXXXXXXXXXX

4. Engaging existing governors

The best evangelists for being governors are your existing Foundation Governors. Do you have any who would be willing to speak publicly after Masses?

Contact existing governors to ask if they are willing to help but also if they will speak to other governors to get them on board with the campaign.

5. Organising an on the ground campaign

Once you have people willing to speak you need to organise the on the ground campaign. This includes the logistics of getting the resources to the right parishes and utilising your network of speakers.

For your campaign you need the following items:

Campaign Checklist

- ✓ **Volunteers**
- ✓ **Five-minute speech for end of mass**
- ✓ **Signup sheets (paper or online)**
- ✓ **Information, flyers/postcards/bookmarks**
- ✓ **Follow up email**

Catching people as they are walking out of Mass is fraught with difficulties – here are 10 tips to help an after-Mass campaign run smoothly.

Top 10 tips for running an effective campaign

1. If you would like to speak at the end of a Mass, remember to inform your parish priest at least a week before.
2. Keep the speech short. If you have been given a slot after Mass you will only have 3-5 minutes to hold the congregation's attention.
3. Organise some help. It is always good to have two or three people to help you with handing out information and signing people up. If there is a queue of people waiting to speak to one person, it could put some off.
4. If there are more than one services at your church on a Sunday, try to cover them all.

5. Try sign people up digitally. Using a smartphone or a tablet computer to record sign up info is the most effective way of storing the data. It is easily collated and there are no issues over handwriting.
6. If someone is really keen and spending a lot of time talking to you about governance, ask to arrange a conversation at another time. This will free you up to speak with more people.
7. Don't forget to include a caveat on your signup form to keep yourself in line with the Data Protection Act
8. Don't stand by the door. People only head to the door when they are leaving and you are less likely to get someone to sign-up standing there.
9. **Follow up as soon as possible with an email.**
10. **If you don't get a response within a week follow up with a phone call.**

Sample Speech

Hello everyone. My name is Jane Smith and I'm here to talk to you today about why you should become a Foundation Governor in a local Catholic School.

Did you know the Church runs more than 2200 schools in England and Wales? That means roughly one in every ten schools is Catholic. The Catholic education system in is one of the church's biggest success stories nationally. We educate higher numbers of ethnic minorities in our schools, take in more from the poorest backgrounds and achieve higher than the national average in both SATS and GCSE results.

Now, it is your chance to take part in this success.

One of the ways which makes schools unique are their governance structures. All Catholic schools are accountable to the local Bishop and as such he has the authority to appoint Foundation Governors to uphold, maintain and develop the Catholic ethos of the school.

All schools have governing bodies which include different types of governors, for example parent or teacher governors, but in Catholic schools, Foundation Governors will always form a majority.

While the Bishop has the authority to appoint these roles, he needs practicing Catholics like yourselves to volunteer to register their interest to ensure that Catholic schools have great governors.

As long as you are over 18 and are a practising Catholic you can apply. Those are the only two criteria.

Because governing bodies need a wide range of skills and experiences, people from all walks of like can bring different abilities and talents to the table. Everyone here has a set of skills and experiences that a Governing body will find useful.

Being a Foundation Governor is a serious commitment, however, the demands on your time are extremely reasonable. We expect that most Foundation Governors will spend roughly 10 – 12 hours a month on their role.

If the prospect sounds a bit daunting, do not worry all foundations governors have to start somewhere and free training is provided by your diocese.

If you are interested I will be standing at the back of Mass this morning with more information about what it means to be a Foundation Governor how you can register your interest in becoming one. Thank you for your time.

Sample sign-up sheet

Foundation Governor Interest

The Information you will provide will be kept in the strictest confidence and in line with the Data Protection Act. By providing us with your contact details you are agreeing for us to get in contact with you. Your details will not be passed onto a third party.

Name	Email	Telephone	Parish

6. **Online and social media campaigning**

Making your resources available online is also extremely important. The CES has produced a best practice guide for dioceses on how to promote Foundation Governance on websites.

The CES has produced an Infographic on Foundation Governance which can be embedded on most websites the plug-in code needed to embed the Infographic is :

```
<iframe width="800" height="4975" frameborder="0" scrolling="no" style="overflow-y:hidden;" src="https://magic.piktochart.com/embed/13976438-untitled-infographic"></iframe>
```

Or

```
<div class="piktowrapper-embed" pikto-uid="13976438-untitled-infographic" style="height: 300px; position: relative;"><div class="embed-loading-overlay" style="width: 100%; height: 100%; position: absolute; text-align: center;"><img width="60px" alt="Loading..." style="margin-top: 100px" src="https://magic.piktochart.com/loading.gif"/><p style="margin: 0; padding: 0; font-family: Lato, Helvetica, Arial, sans-serif; font-weight: 600; font-size: 16px">Loading...</p></div><div class="pikto-canvas-wrap"><div class="pikto-canvas"></div></div></div><script>(function(d){var js, id="pikto-embed-js", ref=d.getElementsByTagName("script")[0];if (d.getElementById(id)) { return;}js=d.createElement("script"); js.id=id; js.async=true;js.src="https://magic.piktochart.com/assets/embedding/embed.js";ref.parentNode.insertBefore(js, ref);}(document));</script>
```

Make sure the width is set to 800 pixels.

If your diocese has social media, then this Infographic can be shared on there. Similarly promoting the online resources such as the booklet is a good idea.

7. **Following up – VERY IMPORTANT**

Once you have your data you must act on it. Within 48 hours of receiving an interested party's email address, get in touch with them.

Make sure there is regular contact until you get a response from them. Managing this in an Excel spreadsheet is the most effective way of doing this.

Sample follow up email

RE: Your interest in becoming a Foundation Governor

Dear xxxxxxxxxxx,

Many thanks for registering with us your interest in becoming a foundation Governor. Please find attached the appropriate paperwork for you to complete.

Should you require any more information, click **here** to see a handy infographic about what it is to be a Foundation Governor.

If you have any burning questions about the role, don't hesitate to get in touch with me.

Kindest regards,

Xxxxxxxxxxxxxx