

# Recruitment Instructions

Anyone can apply to BRI. Our acceptance committee reviews each application carefully. An excellent BRI member meets the following eligibility criteria.

- They are a community service leader or change agent working for a charitable sector involved in planning, development, and/or delivery functions of services that support communities, regions, states, nationally, or internationally.
- They hold a paid or volunteer executive-level leadership position (CEO, Executive Director, or report directly to the CEO or ED) within their organization.
- They are retired and met the above criteria while employed.

The steps are as follows:

1. Visit the [recruitment section](#) of the BRI website where you'll find BRI's Official Promo Video as well as the 2024 BRI Candidate Guide.
2. Email the video and the Candidate Guide with a personal email to the leaders you think are good Ridger candidates. Your message could be along the lines of this:
3. "I'm eager to share with you a unique professional development organization for community service leaders. On reflection, I think you would be a great addition and will help you grow further as a leader. The video link below and attached document will give you a great overview of the Blue Ridge Institute (BRI). Once you review them, I would love to talk with you further about my experience and this opportunity."
4. Follow up (after 3 to 7 days) and ask to have a conversation with them so you can share your BRI experience. In your conversation, encourage them to apply for BRI membership and note you as their nominator. They can apply at [www.blueridgeleaders.org/membership/join-bri/](http://www.blueridgeleaders.org/membership/join-bri/)
5. Follow up (after 7 to 14 days) after your conversation to ask if they have applied or intend to apply. If no, note the reason if they provide one and thank them for considering BRI. If yes, share with them your excitement. Once they have applied and been accepted to BRI, send them a congratulations message and welcome them to the Ridger community.

## Have Questions?

Do you still have outstanding question or need further assistance with recruitment? Contact Allison Gant, Executive Director, BRI at [info@blueridgeleaders.org](mailto:info@blueridgeleaders.org) or by phone at 336-269-9577.