**TEMPLATE**

***Delete Instructions Prior to Submission for Approval***

**Instructions: Institutions participating in NC CACFP may adapt this template to reflect their institution’s policies and procedures or use an existing recruitment policy. All recruitment policies must include the elements listed below under “Policy.” Highlighted items should be modified to reflect your Institution’s procedures.**

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| --- | --- | --- | --- | --- |
|  |       |  |       |  |
|  | (Institution Name) |  | (CACFP Agreement Number) |
| **PURPOSE** |
| * Per 7 CFR §226.6(b)(2)(vii)(A)(1), sponsoring organizations must demonstrate appropriate practices for recruiting facilities, consistent with paragraph (p) of this section and any State agency requirements. The policy and procedures below describe [INSTITUTION]’s practice for recruiting new facilities to its sponsorship.
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| **POLICY** |
| * The [INSTITUTION] shall never intentionally and/or willfully recruit facilities already participating in the CACFP under the auspices of another Sponsoring Organization.
* By signing the Certification of Single Exclusive Agreement-Facility (for Unaffiliated Facilities), the Sponsoring Organization and its sponsored facilities enter into an agreement of exclusivity. As such, Sponsoring Organizations may not recruit facilities under another organization’s sponsorship unless the Facility Agreement has been terminated.
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| * The Sponsoring Organization will inform each new facility that it is the facility’s responsibility to sign an agreement with only one Sponsor.
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| * Any type of communication initiated by the Sponsor may not mislead new providers about Child and Adult Care Food Program regulations and enforcement of regulations.
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| * The Sponsor is prohibited from soliciting the influence of third parties (licensing consultants, other providers, friends, relatives, etc.) for the purpose of persuading a provider to transfer to another Sponsor.
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| * The Sponsor’s agreement with a provider becomes effective only when the provider is properly licensed and approved.
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| **PROCEDURES** |
| * All [INSTITUTION] staff with outreach and/or recruitment responsibilities are trained on appropriate recruitment practices. *For example: If a staff person assigned to outreach makes a telephone call based on a newspaper listing (and is therefore unaware if the facility is already participating in the CACFP), the appropriate reply upon learning this would be “that’s wonderful, thank you” and end the conversation.*
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| * All [INSTITUTION] with outreach and/or recruitment responsibilities asks each prospective provider if s/he has a current agreement with another Sponsor. If the provider indicates s/he has a current agreement with another sponsor, direct contact/recruitment of the provider ceases.
	+ Direct contact/recruitment includes, but is not limited to:
		- Telemarketing calls to participating providers
		- In-home visits with participating providers prior to intent to transfer sponsorship that has been initiated by the provider
		- Offers of cash or other incentives for changing Sponsors
		- Mailings with content designed to persuade participating providers to transfer to another Sponsor
		- Presentations initiated by the Sponsor specifically designed to persuade and instruct participating providers to transfer to another Sponsor
		- Any type of communication initiated by the Sponsor specifically designed to persuade and instruct participating providers to transfer to another Sponsor
	+ Direct contact/recruitment includes, does not include:
		- General promotion and publicity materials such as yellow pages, advertising,. Newspaper and broadcast advertising, public service announcements, televised training, posters, websites, etc.
		- Mass mailings about other child care services provided by the Sponsor, such as resource and referral, business and tax classes, general nutrition training, etc.
		- Booths or exhibits and resource materials distributed at conferences, child care fairs, open houses, shopping malls, county fairs, and other places accessible by the public
		- Workshops or training activities at conferences directed toward childcare professionals
		- General informational workshops or meetings about the CACFP that are not designed for recruitment purposes
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| **NOTES** |
|  7 CFR §226.16(m) states Sponsoring organizations of family day care homes must not make payments to employees or contractors solely on the basis of the number of homes recruited. However, such employees or contractors may be paid or evaluated on the basis of recruitment activities accomplished.Note: The use of CACFP funds as a monetary incentive or to purchase gifts or gift certificates to recruit providers of family day care homes is prohibited. The use of non-CACFP funds as an incentive to recruit providers as described above is also prohibited. |
| **INSTITUTION INFORMATION** |
|  |       |  |       |  |
|  | (Print Name of Authorized Representative) |  | (Title of Authorized Representative) |  |
|  |       |  |  |  |
|  | (Signature of Authorized Representative) |  | (Date) |  |
|  |  |  |  |  |
|  | **Date(s) of annual policy review:**      |  |