

Sourcing Models

Where to Look

- Staff, friends and family
- Guests of the business (that can be arranged in advance so you know you'll have people agree to it)
- Ask if the local BIA or Chamber of Commerce might have suggestions
- Post on business and personal FB and Instagrams that you are looking for people to do xyz
- Pay an agency for a professional model (be aware that this can be costly – may range from \$400-600/day depending on needs)
- If challenged in finding a diversity of ethnicities, call RTO7 to see if we might have suggestions

Tip

- Be sure to compensate volunteers – cover their travel time, pay them a small stipend, cover their activity fees, buy them a meal, a park pass, etc. etc. – do not expect people to donate their time for free