

LEARNS

Creative Recruitment

Finding the Right Volunteers to Work with Youth

LEARNS Webinar

Tuesday, August 12, 2008

11:00 a.m. Pacific (2:00 p.m. Eastern)

To connect to the audio portion of this Webinar:

1. Dial 1-866-330-1200 (toll free)
2. Enter the pass code 899-5060, then press the “#” key

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LEARNS

Hello from Portland, Oregon!



Erich Stiefvater



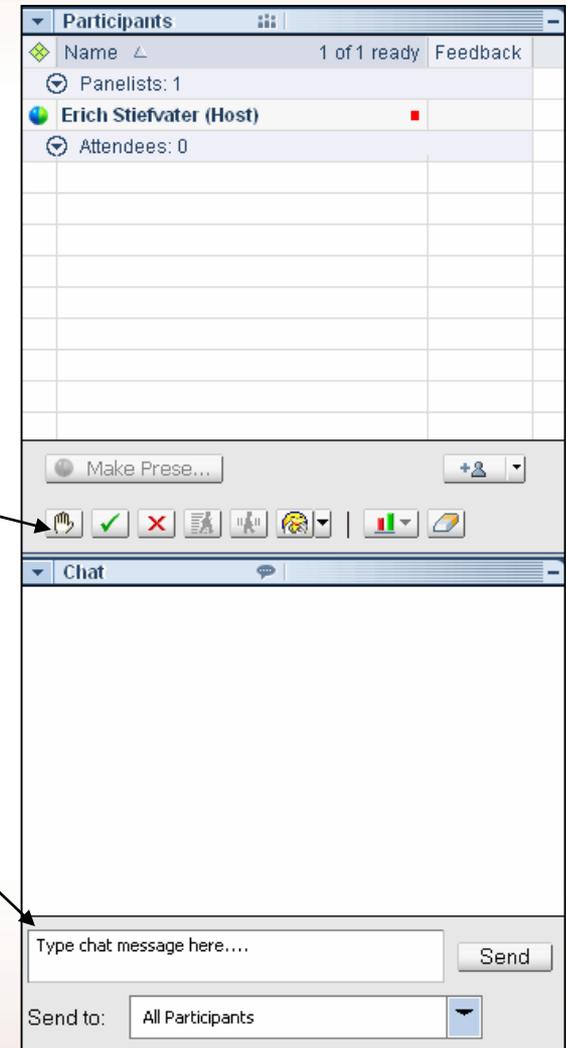
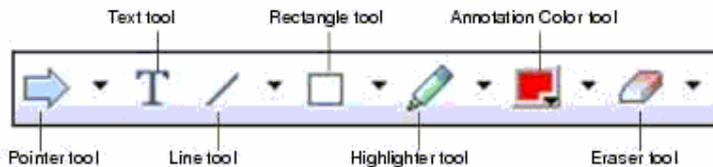
Nicky Martin

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SERVICE 



Housekeeping

- Please mute phone (“Mute”, “Mic”, or *6)
- Ask questions by:
 - “Raising hand”
 - Sending chat to host
- Annotation tools



Let's Practice!



Roadmap



Essentials of targeted recruitment



Mining your personal networks

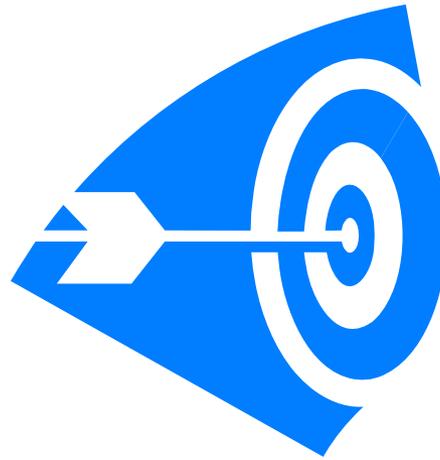


Empowering current volunteers



Getting your message out

Targeting Your Recruitment



Who Are You Looking For?

1. Who are you serving?
2. What are their strengths and needs?
3. What attributes would a volunteer need to succeed?

Activity: Think of a key quality or characteristic of an ideal volunteer and draw or write it using the annotation tools on the whiteboard that will appear momentarily.



Targeted Recruitment in Practice

- Use clear, detailed position descriptions
- Ask your long-time and most-effective volunteers what attracted them and what keeps them there
- Develop (or have volunteers develop) testimonials that speak to the motivations of ideal volunteers and use in materials



Mining Your Networks

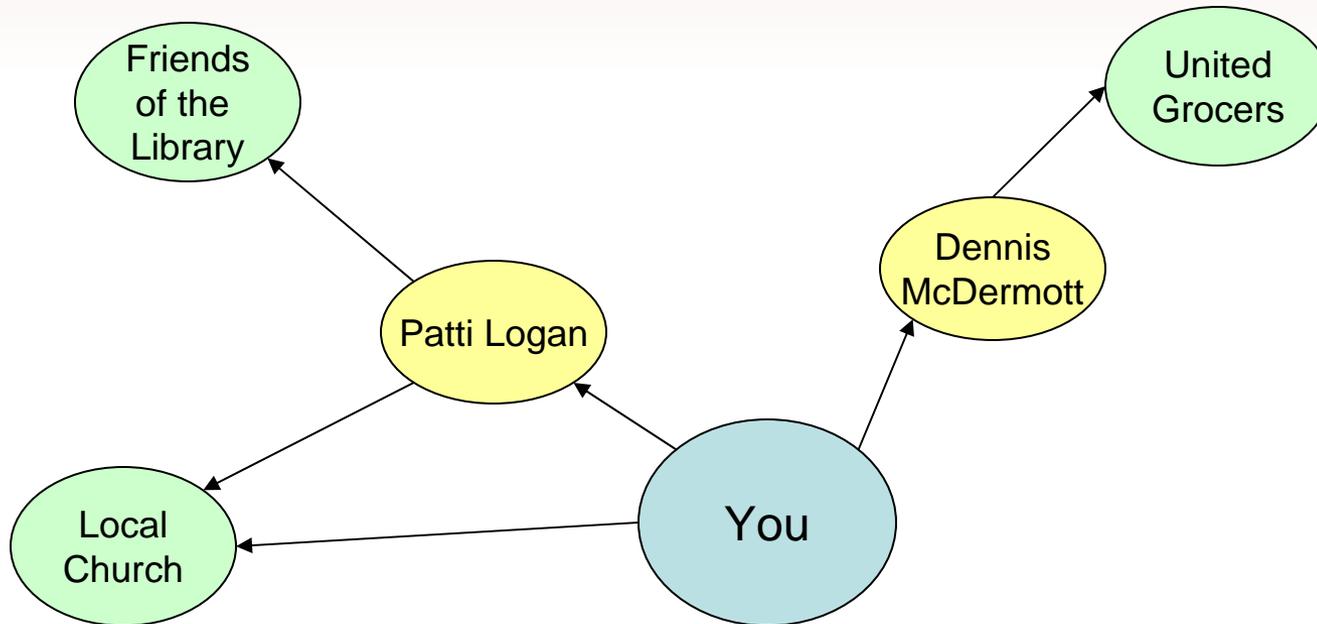


Recruitment Facts

- Volunteers respond best to direct appeals
- Word-of-mouth is a key way volunteers hear about opportunities
- You have a wealth of contacts and connections in your communities
- You can put your connections to work to identify and recruit volunteers



Mapping Connections



Activity: Think of types of people you know in your personal and professional lives who would be good volunteers or could help you find them and type them in the whiteboard that will appear momentarily.

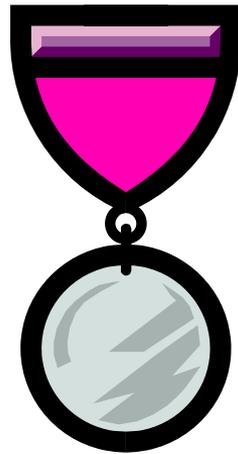
Making a Plan

Individual	Relationship	Potential volunteer?	Reason for recommendation	Connections or skills	Contact information
Patti Logan	She attends my church; our kids are friends	Yes	Already volunteers through our church. Great with young people. Youngest son just left for college (empty nest).	She is also president of Friends of the Library. Might be able to get us in for a presentation to library staff.	321 Evergreen Terrace Springfield, OR 97405 Home: 503-123-4567
Dennis McDermott	Neighbor	Maybe	Very busy, may not have time. But I know he cares about our schools.	Works in marketing for regional grocery store chain. Can help us get in to make a presentation. Might also be able to help print up fliers or create marketing slogans.	8765 SE Grant Ave. Springfield, OR 97405 Work email: dmac@goodfoods.com

Individual	Contact information	Teaching Fellow	Reason for recommendation	Next steps/ follow-up	Results of recruitment
Patti Logan	321 Evergreen Terrace Springfield, OR 97405 Home: 503-123-4567	Michael Thomas	Already volunteers through our church. Great with young people. Youngest son just left for college (empty nest).	Michael will approach her during postcard campaign.	



Empowering Your Volunteers



Put Your Volunteers to Work . . .

- Make volunteers “recruitment ambassadors” (e.g. MentorYouth.com)
- Hold a “Recruit a Friend Campaign” where volunteers get rewarded for recruiting others
- Give volunteers brochures or flyers and ask them to post in stores, libraries, doctors’ offices, and other places
- Have volunteers participate in parents’ nights, fairs, and other events to recruit other parents
- Ask them to provide feedback on and ideas for your recruitment efforts
- Have volunteers write quotes and vignettes about their service that you can use in outreach



. . . And Keep Them Happy!

- Give praise and recognition often, formally and informally
- Make volunteers a part of the team
- Find ways to thank volunteers personally and publicly



Getting Your Message Out



Creating Your Message: Free Tools

Sample:

- Brochure
- Newsletter
- Recruitment Presentation
- Letter to Local Business
- Press Release
- Program FAQ Sheet
- Public Service Announcement Scripts
- Program Poster/Flier
- ★ Other support materials

“It’s never too late to be who you might have been.”

— George Eliot

What is mentoring? A mentor is defined as a “wise and trusted advisor.” It’s someone who nurtures and guides a younger protégée, or “mentee,” in the pursuit of his or her goals. All of us have had mentors—an aunt, a teacher, a coach, a pastor—who inspired us to achieve great things while helping us avoid negative influences and potential barriers. Behind every successful adult is at least one mentor who showed the way, providing a positive role model.



You can learn more about Stepping Stones by visiting us on the Web at www.steppingstonesmentors.com, or by calling us at (123) 456-7890. You can also drop by our main office at 123 Somewhere Street, Suite 4, Anytown. We are happy to answer your questions and explain more about how we bring the magic of mentoring to the youth of Cook County.



Great Placements for . . .

Brochures and Inserts	Table Tents	Display Ads
Grocery bags	Local restaurants and coffeehouses	Pre-movie slides
Restaurant placemats	Employee cafeterias	Public transportation
Employee paychecks	College student unions	Donated billboard space
Free bookmarks at bookstores or libraries	Senior centers	Public restrooms
With event tickets	Libraries	Programs for concerts, plays, and sporting events
Doctor/dentist offices (any place people have to wait)	Volunteers' desks ("Gone tutoring")	Websites



Use the Web

- Web presence a must
- List positions on craigslist.org or Idealist.org
- List with local volunteer boards and online volunteer-matching systems
- Post to relevant discussion lists
- Social-networking sites (MySpace, Facebook) popular among younger volunteers



Great Sources for Finding Youth-Oriented Volunteers

- Associations of retired teachers
- School-bus drivers
- Colleges/universities:
 - Departments of education and social work
 - Service-learning and volunteer offices
 - Financial aid (if you offer work-study or an Ed Award)
 - Greek societies



Recruiting Men

- Convene a focus group of men, boys, and current male volunteers
- Utilize men to ask other men in a one-on-one environment
- Use current male volunteers as recruitment ambassadors
- Have women in their lives do the asking
- Provide proper motivation for men
- Address their fears about service



Recruiting Men (cont'd)

- Consider group settings and activities
- Provide a “menu of volunteer activities” with varied levels of commitment
- Recruit men from college business departments
- Approach groups such as 100 Black Men or other diverse business groups like the Hispanic Chamber of Commerce
- Retain the male volunteers you have!



Conclusion

- Don't give up!
 - An average success rate is about 10%
 - Ask for help from your current volunteers, board, and staff
 - Try multiple methods



Questions/comments?

Program Resources

LEARNS

(800) 361-7890

<http://nationalservicerresources.org/learns/learns>

National Mentoring Center

(800) 547-6339 x-135

www.nwrel.org/mentoring

EnCorps

<http://encorps.nationalservicerresources.org/>

Resource Center

<http://nationalservicerresources.org/>

Energize Inc.

(215) 438-8342

www.energizeinc.com

MENTOR/National Mentoring Partnership

(703) 224-2200

www.mentoring.org

Thank You!

Please contact us with any questions...

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