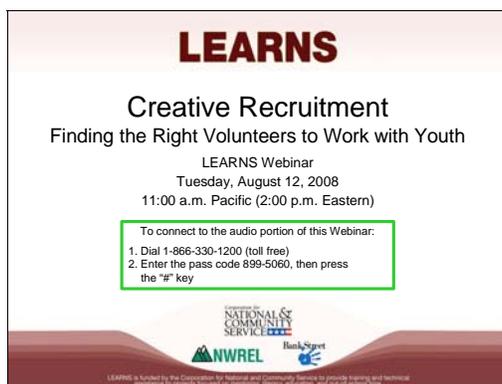


LEARNS Webinar: Creative Recruitment, August 12, 2008

Session Transcript



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)

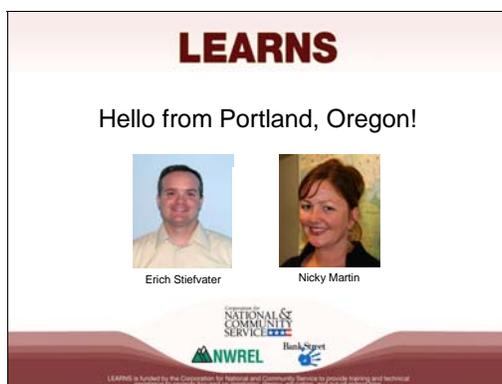
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NATIONAL & COMMUNITY SERVICE
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LEARNS is funded by the Corporation for National and Community Service to provide training and technical assistance to nonprofit agencies for recruiting, training, evaluation, and data collection.

Welcome, everyone. We would like, on behalf of the LEARNS project, to welcome you to our webinar on creative recruitment, finding the right volunteers to work with youth.



LEARNS

Hello from Portland, Oregon!


Erich Stiefvater


Nicky Martin

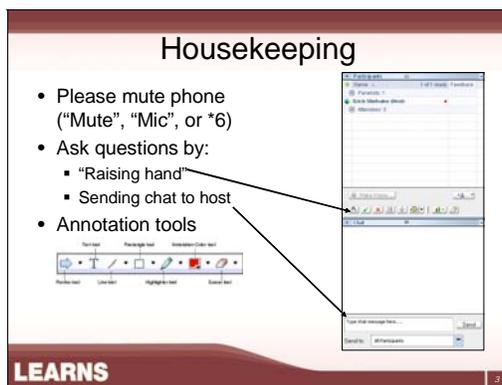
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My name is Nicky Martin, and I'm the director of the LEARNS project and other mentoring and youth-serving initiatives here at the Northwest Regional Educational Laboratory in Portland, Oregon. We're really glad that you could join us from your various places around the country, and I'm very pleased to introduce to you our presenter for the day, my colleague, Erich Stiefvater, who will tell you a little bit about himself before we get started.

Thank you, Nicky. I actually started my career as an AmeriCorps Vista member. I hear that we have at least one person who's working with an AmeriCorps program. I did homeless advocacy in Boston, Massachusetts, and then after that I enjoyed my AmeriCorps experience so much I actually became a recruiter for the Corporation for National and Community Service, back when it had a short-lived national recruiting office. Since that time I've worked as an education consultant and a technology trainer for a couple of nonprofit organizations, and about two and a half years ago I moved back home to the Pacific

Northwest to join the LEARNS team, where I developed face-to-face and online trainings for programs working in mentoring, tutoring, out-of-school time, and other youth development projects. I'm happy to be with you, look forward to spending time with you, and hearing about some of the great things you're doing out there in the field. Before we dive in, though, Nicky will walk us through a few housekeeping items that will help the session run smoothly.



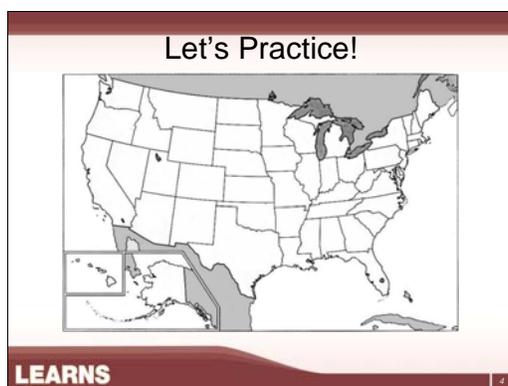
Thanks, Erich. The first thing we would like to ask folks is -- and it sounds like a lot of people have already done this, but if you'd be willing to mute your phones -- we don't have a huge number of people on the phone right now, but sometimes background noise can be an issue, and you can either do that using your mute button if you have one, or on most phones it's star-six. And we'll show you a couple [inaudible] questions. If at any time our technology doesn't work -- listen to all those beeps, everyone's muting. If the ways we show you to interact via WebEx don't work, please feel free to un-mute at any time, and ask questions. We believe in a very informal, generative presentation style and want to hear from you whenever you have something to share. WebEx has a couple of tools that allow you to share, and one of those is the hand-raise tool, which I'm not seeing on my screen right now as I'm about to show it to you.

Alright, brief technical glitch. We have now restored the hand-raising tool. You should see some panels on the right-hand side of your screen, and the slide up right now has an example of what those look like. On the participant panel where you can see the folks who are logged on, you'll see a little raised hand icon. Anytime you want to interrupt or ask a question, you can just click on that. Just so I know you know where it is, if you could take a moment and click on your raised hand, just to practice, make sure it's working -- OK, I see Fame has raised her hand, Susan -- OK, and if you have trouble finding that, or if it doesn't seem to work for you, go ahead and un-mute and speak up. One little tip is after you have raised your hand, you have to un-raise it for it to go away. Just click on it again. Otherwise we might think you still have a question.

Other ways to interact -- there's a chat panel on your screen, and that's also shown here on the slide, and you can type a message at any time and we'll invite you to chat. At some points we want to encourage

some interaction, but you can also go ahead and use that as you like. One thing, make sure you look at the Send To box at the bottom, and make sure you're sending to host presenter and all participants if you want everybody to see your chat. You can also chat privately with the host if you have some questions about a technical issue. The panels sometimes collapse. They shrink just like boxes and windows, and if you just click on them, they will re-open. So sometimes we'll maybe open a poll, and some of your stuff will disappear. It's not gone; you just have to use the drop-down arrows and reopen.

I want to point out these annotation tools, and I should be circling them in red now on your screen, these are at the top of your main panel above the PowerPoint slide. These are some other ways that you can draw or point or highlight, and we'll invite you to use those to participate. We'll practice that. Before we do, I just want to add one more little bit of housekeeping, which is that we will be sending an evaluation survey at the close of our webinar, and it's very brief, and we hope that you can fill that out for us, because we really take your feedback seriously, and hope that you can give us some information that will help us improve our future webinars.



I see that Meg Simpson has her hand raised. Meg, do you have a question, or -- OK, now it's down, so maybe that was just left over from the practice. Let's have a little more practice to get comfortable with our tools and learn a bit about who's on the phone. I want to invite everyone to use their pointer tool. That is, the farthest left tool. You should maybe see me clicking on it on your screen, and if you click on that, I want you to take a look at the map, and put your pointer where you are in the U.S. I'm logged on as Erich, our presenter, so I'm clicking on Portland, Oregon. OK, I see Sue in Arizona, Fame up in North Dakota. Take a minute and let others point to their homes. Anyone else want to go ahead and click on the map?

Hello?

Hello.

Nothing's working for me. I can't seem to press on anything.

Let me double check. We have given you all annotation privileges, so I don't know if it might be something with your system, but that's OK. This is just a little exercise to find out where people are and break the ice a little. I hope that won't be an issue. You'll just need to let us know verbally if you have a question, and I apologize if that's not working.

We're going to do one other little bit of interaction to find out more about who's on the phone in terms of your experience with recruitment. I see a couple more people are getting the pointers to work now. One little tip, if you use the pointer or any of the annotation tools, sometimes you have to be sure and click on your screen. Sometimes if you write something, then you have to click somewhere else with your mouse for it to show up. But again, you can always just interrupt and ask a question.

I'm going to go ahead and open a poll, which I hope you see on your screen right now; this is just a little question to find out how long you have been recruiting volunteers to serve in your program. Please take a moment or two to answer. While you're doing that, I'm seeing that some folks are requesting annotation, and we have assigned annotation privileges to all participants. I'm not sure -- it might be something locally on your computer, if that's not working. I do see those requests, and it has been assigned, so we'll just have to use the raised hand or questions, or just go ahead and speak if that's not working for you. Sorry.

OK, almost everyone has answered the poll, 10 to 12 folks. We'll take another minute or two.

And really, we're just doing this to get you a little bit more familiar with the WebEx interface, and [inaudible] or let us know a little bit more about you.

[inaudible] This is Tammy. My computer is still loading, so that's why I haven't -- I don't know what it -- it's just, like, taking its time. But I've been recruiting for about a year and a half now.

OK, great, thank you.

You should now be seeing, if you are successfully logged on -- and if you're not I'll go ahead and read to you -- it looks like -- and Tammy, you fit into this second category -- the one to three years is about a quarter of our participants. The highest number is the less than one year, about a third of you. That's good. We're going to take a high-level overview look at recruitment and also focus on some enhancements that you might be able to use. We had no people in the four- to six-year category, and a quarter of the folks in seven to 10. That's a good long time, so we encourage those people who are bringing a lot of experience to jump in any time, share tips that you have, or additional suggestions, and we really want to help you all learn from your peers on the phone as well as from our presenter, Erich.

So with that, we're going to move ahead.



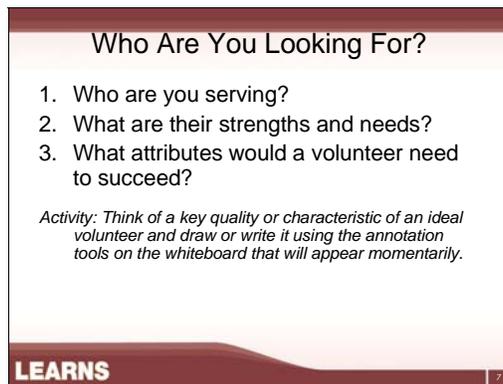
If WebEx is giving you some hiccups, you can -- as we mentioned at the beginning -- follow along with a copy of the slides that I sent out to everyone last week; we're starting on slide five. This is an overview of some of the key recruiting strategies we'd like to share with you today. These are strategies that we've gathered from over eight years of working with youth-oriented national service programs. We know you're really busy, and so we're just going to highlight some of these at the high level. Ideas that we've learned from programs in the field that have been successful in helping find the volunteers they're looking for to work [inaudible].

As Nicky was mentioning, we invite all of you to share additional ideas that you have, or tips. We're always learning new ideas from the programs we work with, and we often learn just as much from you as we hope we're able to provide for you. The key strategies we'll talk about are targeted recruitments, mining your personal networks for potential volunteers, empowering your current volunteers, and then getting your message out. This is where we'll provide some specific strategies that we've collected.



The first section is targeting your recruitments: This is the idea of maximizing your recruitment through thinking about the person who is an ideal volunteer for your program. That is, who are the people that have and continue to be successful in working with young people in your program?

It is essential to keep this vignette or this image of an ideal volunteer in mind as you design your recruiting campaign, and then as you talk up your programs, you have potential volunteers.



On slide seven, there are some key questions that we encourage people to ask when they think about the ideal volunteer, and targeted recruitment and conceptualizing an ideal volunteer makes some of the other things we'll talk about a whole lot easier. That is, it's easier to craft your marketing message or your public service announcements if you know or have a really good sense of who is going to respond to them.

If your recruitment is aimed at no one in particular, don't be surprised when no one in particular shows up. That's a pithy little adage we like to mention when we talk about targeted recruitment. And what your volunteers do for you may be very proscribed. For those of you who work in reading programs, maybe your volunteers just read to four students for an hour a week. But regardless of whether the volunteer's

work is limited or wide-ranging, you probably notice skills and personality traits of those volunteers that show that they really seem to have a good rapport with and can work effectively with your young people.

So think for a moment about what makes the volunteer successful in your classroom or in your program or in your community, or if you're just getting started, what qualities of volunteers you'd like to see. We offer a series of three questions to ask yourself as you conceptualize, sort of think about an ideal volunteer, and in just a second Nicky's going to open up a whiteboard and we'll illustrate what makes for an effective volunteer. I'll let Nicky take over now.

You should see a whiteboard on your screen. One thing that we like to do in face-to-face training is to give people a chance to brainstorm, whether it's text brainstorm or drawing or whatever, to imagine the qualities and characteristics that your ideal volunteer has. If your annotation tools are working, you can use them on this whiteboard to either draw or type. The "T" is a text tool for typing, and the little marker is a pen you can use for drawing. Just think about what are the characteristics of an ideal volunteer? Everyone has been granted annotation privileges. If it's not working for you, you can raise your hand or you can just speak and then I'll type them for you.

Let's just go ahead and invite people to un-mute their phones. OK, I've seen a few people able to use the annotation tools -- willingness and eagerness. That was from Fame. Someone has put up flexibility, commitment, values that align with mission, enthusiasm. We can think about some of these general things .For groups who are serving particular youth populations, for example, youth in transition or homeless youth, there are even some more nuanced qualities that your ideal volunteers bring, if anyone wants to share anything of that nature. Anyone on the phone want to pipe in if you're having trouble with the annotations?

I can hear some people typing away in the background, and we've got a few good things up on the board, and I apologize again if some people are having glitches with the annotation tool, but we just wanted to use this as a little bit of a brainstorm, to get you thinking about really focusing in on who it is that you're looking for as a way to target your recruitment more effectively. Erich's going to talk a little more about ways to do that.

We'd like to do a little activity, because it's fun, first of all, and if it works in WebEx. But then yes, to get people to think a bit more concretely about the qualities and personality traits that make for effective volunteers. Then we take that information about our ideal volunteer and, on slide eight, incorporate that into some of our related or common recruitment strategies.

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

LEARNs

Remember to use clear and detailed position descriptions. It's always helpful to ask your longest serving volunteers what attracted them to your program, as well as what keeps them around, using them as a focus group, as we'll talk about a little bit later in the presentation. Also have your currently serving volunteers develop testimonials or stories or anecdotes that you can incorporate into your Web site, into your marketing materials. So just vignettes that allow potential volunteers to say, wow, that person's like me, and wow, think of the things that I could do, just as they did. Now let's move from the strategic into the tactical, as it were, and talk about mining your networks.

Mining Your Networks



LEARNs

This is another strategy we emphasize, finding people and groups that will provide you with volunteers. Either they'll volunteer themselves, or they can put you in touch with other people who might be willing to be volunteers.

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

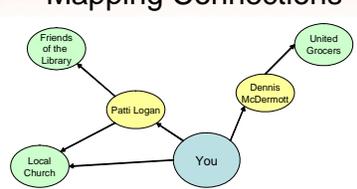


LEARN 70

Why bring this up? We all know conceptually that networking is important and gets a lot of things done in this world. This also holds true in recruiting. We know that volunteers respond best to direct appeals. We know that word of mouth is one of the most effective ways that volunteers hear about and then check out our programs. And by virtue of the time you spent at your program or your presence or your participation in your community as a student, as an employee at other organizations, as a member of social and civic groups, you have a wealth of contact and connections in your communities, and you can put those connections to work to identify and recruit volunteers. Certainly networking to find volunteers can be informal, and in fact you're probably already doing this. You go to your church service or the service at your faith community and talk up this wonderful opportunity that you have for people in your congregation to come to your program and help out a young person.

What we'd like to do is suggest that you extend that, and then we'd also like to share with you a process for formalizing this a little bit, so thinking in depth about our networks, and finding places within our network that we could tap to yield potential 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.

LEARN 77

If you're a visual learner, or like to draw pictures to help you think, you might do something like we have on slide 11, a map we've put together that shows connections between you - the manager or coordinator of your program - and organizations and people within the community that you might, or that this person

might be able to tap. If you prefer just to write things out on paper, you can certainly do that. We're not suggesting that you use this type of graphical representation, but we do suggest you find some way to think about, brainstorm, and track connections that you have in the community that you can tap, that you can reach out to in order to reach potential volunteers.

So now what we'd like to do is have you help us with this process, or help illustrate this process, by using another feature of WebEx, and again we apologize in advance if not everyone's able to do this. We'd like you to use the chat panel you should see on the right-hand side of the screen, and just type in some people or types of people you know who might be good sources of volunteers, either that you've actually used in the past in your program, or that maybe you're thinking about, such as - I think I really would like to go to the Elks and give a little presentation. I think we could get some good volunteers there.

This is one place where we would like those folks in the seven- to 10-year category to maybe come up with some ideas, aside from the obvious, to share with some of the newer folks on the phone. Thanks, Meg. I see you added college students. OK, board members. I just typed in as Erich, I'm on three soccer teams and I always forgot in the beginning that, in addition to my professional and volunteer networks, that's a great network of people who have a million other connections that I don't even know, that I can tap into when I'm trying to get the community or more folks involved in something I'm up to. Corporate partners -- so you guys can read the different things that are coming up on the chat bar, I hope. I won't read them all to you.

One person wrote SHRM. Matt? What's that acronym, in case others on the line are not sure about what it is?

Can you hear me?

Yeah.

OK, that's Society Human Resource Management. It's a professional group. It's a nationwide group, but there are chapters in all cities, and it's a lot of human resource professionals who -- a lot of times they want to donate a lot of their time toward a cause within their own community and so, you know, reaching professional groups like that is a great way, especially a way we're looking at.

Great, that's one we haven't heard before, thank you for sharing that. And we saw some good ideas here, having current volunteers wear buttons. Expat spouses. Hey, that's a great idea from Kristin. Kristin, do you want to say anything about how that's worked for you in your program?

You might need to un-mute your phone.

Can you hear me now?

Yeah.

We have a lot of expats in our area in Seattle, so it's a great group of professionals who maybe aren't working, so they have a lot of time to donate and they want to do something professionally. Also I have been an expat spouse and volunteered.

Do you have any tips for tapping into that community?

A lot of corporations have support groups for their spouses, so I'm usually -- there's somebody to connect that way and they can go present.

Yep, and I know also in a higher ed context, I used to teach in some intensive English programs where many of the students would bring their spouses along, and similarly they would be, you know, often not enrolled in classes and not able to work, and also looking for volunteer opportunities. So if you maybe don't have a large expat community but you have a college or university with an international program, that's a parallel.

OK, we see lots of great ideas up here [inaudible] sent them to all participants, so I'll just leave those up for you to peruse, and let Erich continue. Thanks, everyone, for contributing.

Making a Plan

Individual	Relationship	Potential volunteer?	Reason for recommendation	Connections or skills	Contact information
Phil Logan	She attends the church, not with me	Yes	Already volunteers through our church. Strong with church. Could be a strong asset for college service needs.	She is also president of Friends of the Library. Might be able to get us in for a presentation to their staff.	321 E Langston Terrace Spokane, WA 99202 Home: 509-325-9997
Dennis McManis	Neighbor	Maybe	She's busy, may not have time. But seems to care about our children.	Works in marketing for regional printers. May have contacts that could help us get in to make a presentation. Might also be able to help with us there in some marketing program.	4196 SE Grand Ave. Spokane, WA 99202 Work email: dmcc@spokane.com
Individual	Contact information	Teaching Fellow	Reason for recommendation	Next steps/ follow-up	Results of recruitment
Phil Logan	321 E Langston Terrace Spokane, WA 99202 Home: 509-325-9997	Michael Thomas	Already volunteers through our church. Strong with young parents. Could be a strong asset for college service needs.	Michael will approach her during weekend service.	

LEARNS 7/2

Thank you. We find on slide 12 that it's helpful to, in some way document this brainstorming activity that we just had a little bit of practice with. And again, it can be a table or a spreadsheet if you really like working with Excel or with Microsoft Access, but it could be as simple as just some notes scratched out on paper. But the idea is to write down and follow up on some of the next steps you create for yourself,

and for other people that you'd like to tap, to help with your recruitment. What you're seeing on the slide is one possible way you can track contacts and people you'll be reaching out to, to help with recruitment.

You'll probably find that you'll have a mix of individuals recommended to serve as volunteers, as well as those that may not be able to volunteer themselves, but they have a connection to a local business or an organization or a university, or other groups where you might be able to recruit volunteers.

Erich?

Yes.

This is Margie, and I just wanted to piggyback on something that -- it sort of goes with what you're saying now as well as with what the individual who put down the buttons for the volunteers. I'm finding it very helpful to have business cards that are not really about me, but are more organizational business cards that I give to volunteers, so that when they run into people, they can give them my contact information or the Web site information, so that I can whip them out at any and every opportunity I can to try to recruit people. So it's a little -- just a little card that you make and give out to people.

Yeah, that's a good idea. You don't necessarily need to splurge on different brochures. A business card is something simple and easy for volunteers -- well, especially your currently serving volunteers -- to carry with them and hand out. We'll talk a little bit more about how you can equip your current volunteers to be recruitment [inaudible]

Erich?

Yes.

This is Sue. I'm the one that put the idea about the button. What we actually do is the business card style, put in a badge holder, and they carry a number of cards. So when people ask them, they flip it out and on the back they've got my information as well as the current volunteer in that area. And you know, expanding that out just a tad, a little bit bigger, it was helpful.

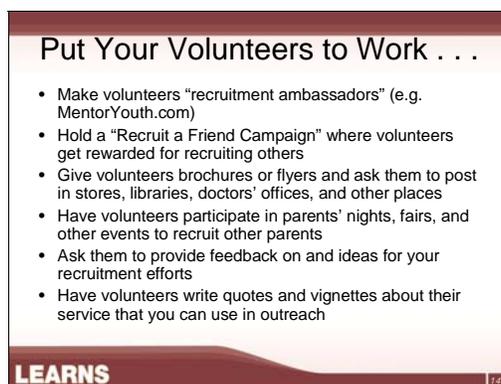
OK.

Yeah, definitely. The more you can capitalize on getting more bang for your buck, so to speak. I see that [inaudible] has a hand up. Do you have a question, Sue, or a suggestion to share? OK, your hand went down. All right, we'll let Erich go on.



OK, we're moving into the third strategy we encourage programs to consider to help them with recruitment, and that is empowering your volunteers. If you have volunteers working for you currently, and I'm assuming everyone on the call does, or most if not all people do, your currently serving volunteers are really your best sorts of recruits as well as some of the best advocates for your school or your program or your community. You can think of your volunteers as another network within your larger networks that you can tap. For example, if you were to do that network mapping exercise we demonstrated a couple of slides ago, you can consider your currently serving volunteers as another bubble on your chart, or another entry in your outreach plan.

In addition to providing some "free labor" you can tap to raise awareness of your program and get more volunteers, your currently serving volunteers are also a great sounding board or advisory council that you can use to get ideas and feedback on your recruiting efforts and discover ways to find more people like them.



A couple ways we do this is first of all putting our volunteers to work, and making them recruitment ambassadors, the term we used a couple of moments ago. Your volunteers can be given materials—business cards as was just suggested, or pins—that they can be given those materials as well as incentives, and charged with some responsibility for recruiting other volunteers or marketing your

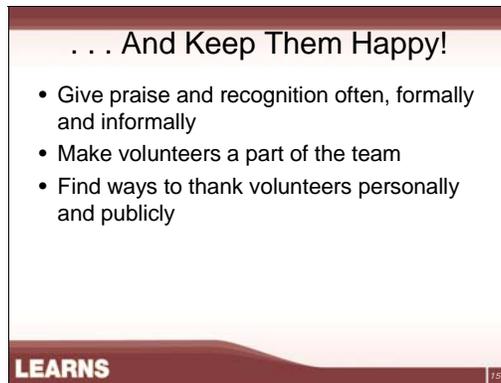
program. And some programs make this an actual formal activity. They offer training and materials to their volunteers, and then send them out to go to places in the community where they're likely to find people who would be interested in volunteering for your program. We like to recommend this as a way, especially for volunteers who really want to help us out but for whatever reason don't quite fit into our program or model or just can't make the time commitment, especially for those of us that are in mentoring programs, you know, that commitment to serve out the full term of mentoring is really essential for achieving the positive outcomes we would like to see from our young people. But maybe someone can't quite commit to that. This is another thing they can do, another way you can engage them and keep them involved in the program and working on your behalf, if not necessarily doing the actual work of a mentor.

We wanted to point out to you a resource that you can use, it's free on the Web, and Nicky is pulling up on your screen the Web site of MentorYouth.com. This is an organization that was funded to develop some recruiting materials that you can use; this was set up for recruiting mentors in fake communities. In it you'll find materials that will enable you to conduct outreach within faith organizations and faith communities, but there are also other general materials that can be adapted for all sorts of recruitment campaigns.

I've gotten a step ahead of Erich, I'm afraid, and clicked on a page one click further in, that has some recruitment materials you can order for free. Some of you may be aware of these, but for folks who aren't, we always love to let you know about the good free resources that are out there. These links, by the way, will be included in the follow-up e-mail you receive, so don't try and scramble and write down the URLs if you have trouble reading them on your screen.

Thank you, Nicky. Another thing we recommend is holding a recruit-a-friend campaign. You can offer an incentive -- it can be modest -- to volunteers who recruit other volunteers. If you work in a school-based program, we encourage you to use your volunteers to staff school events, parents nights, school fairs, just to get the adult volunteers to the school on a night when other adults will be in the building, when the parents of the children are coming, because maybe those parents that are coming in will see that their neighbors, or their acquaintances, or the parents of their children's friends are involved in the school and working to support their school, and maybe they'll be inspired to do the same.

As we suggested before, have your volunteers serve as an advisory council where you can throw up some recruiting ideas and say, I'm thinking of launching this Web site, targeting students in psychology at our local colleges and university. Do you think that will work? And if so, is there anything I should do to tweak it or make it more effective? And then along the lines of the business cards, if budgets allow, or if you find a generous local sponsor, you can get some swag for your volunteers -- some apparel, a hat, or a T-shirt. That's always a nice advertisement for your program.



On slide 15, in addition to putting our volunteers to work, we want to keep them happy, and the easiest way to recruit volunteers is to keep the ones you have. Keeping your volunteers motivated, effective, and around is known as volunteer retention. That is a topic we could spend a whole other hour and even more on, and we do have some resources we can make available to you after this webinar that will provide in-depth discussion and tips for putting together and implementing a retention plan.

There are just a few highlights to emphasize here, and a lot of these are just common sense, or go without saying: give praise and recognition often, whether it's formally or informally. Make volunteers a part of the team; show them that their work matters. Invite them to meetings and gatherings of school or program staff, share with them the results from student assessments or art projects or other things that the youth in your program have done, to show them the positive influence that they have. And then also, if you can, give them a little bit of responsibility for things. Let them help with some record-keeping, or maybe run some reports. Finally, find ways to thank your volunteers personally and publicly. A couple of ideas along these lines include using newsletters at workplaces and also places of worship. You might talk with a volunteer's boss, or his or her pastor or imam or rabbi, and ask if you can put a little note in the congregation newsletter, praising them for the volunteer work they've done. Or if you're a member of the same congregation, if there might be an opportunity for you to speak during a service or at another event, praise the work of a volunteer or volunteers.

You can also have their boss thank them in a meeting, for example, or just -- assuming, of course, you have permission to do this from the place of employment or the faith congregation, it's a good way to praise the work of your volunteers in venues where other people are around and where other people might be inspired to volunteer with you.

I just want to pause before Erich goes on, because I heard a couple beeps, and it might have just been people joining or leaving, but I wanted to make sure there were no questions from folks who aren't logged on. We'll keep moving, then.



The fourth topic, or the fourth key strategy, is really a collection of strategies we've put together in the remaining slides, starting on slide 16. These are some specific ideas that we've gathered, and we encourage you to share additional ones you have. So we'll share with you some resources that you can tap into and some ideas.

And again, if you have anything to add, you can either use the raised hand and we'll call on you at the pause, or just go ahead and chime in on the phone.



If we're going to put a message out there, we want to make sure it's of high quality, especially since now any of us can create a fairly decent brochure or newsletter using Microsoft Word or publisher or some of the other tools that are available. I think sometimes we forget the importance of good design; we want our materials that we're putting out there, and that we're giving to our volunteers to pass on, to really look good and really speak well to the professionalism of your program.

If you're interested in ideas on how you can strengthen that, we'd like to share with you another free resource, something that a sister project of ours here at the Northwest Regional Educational Laboratory worked on for the U.S. Department of Education. Our national mentoring center's project developed this marketing toolkit specifically for grantees of the Department of Education working in mentoring, although

most if not all of these documents and templates are easily adapted for use by tutoring programs and other youth-serving programs. These are in the public domain, so you may download and use any of these templates. We'll leave it to you to explore this afterward, and find all the good stuff that's here.

In addition to some specific templates you'll see on the left-hand side of the screen that Nicky's pointing to, in the lower right-hand corner you'll find some materials that provide a discussion of larger issues in good marketing design, such as graphic design. If you have the funds to have your marketing materials professionally printed, there are some things to keep in mind before you send that off to the printer or you solicit bids. This is some really good stuff to help us put together our marketing and communications documents.

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

LEARNS 18

Once we have those marketing materials designs, we can talk about where to display them. On slide 18, you'll see some ideas for where traditional marketing materials can be placed. Now, we'll talk in a little bit about online recruitment, and certainly more and more recruitment is going online. But some of what we might call "old-fashioned" materials work just as well as they always have, and maybe with some rethinking, you might find even more places where you can display them that will yield potential volunteers.

You have the slide in front of you. I won't read all of these; I'll just highlight maybe one in each of these categories. Basically, all these materials are great things to leave where people are waiting, places like the doctor or dentist's office, with that person's permission, obviously. Bus stops, taxi stands, any locations where people have to sit and wait for someone or something. For table tents, one idea we've seen that we really like is a little thing volunteers can put on their desks when they're mentoring or tutoring. So something that says, "Gone mentoring," or "Gone tutoring -- ask me about it when I get back." This is, of course, assuming that the volunteer works in a place where they have a table or a desk where other people will see it.

And then finally, with display ads, one idea that we've liked or find amusing, and surprisingly effective, actually, is public restrooms. Here in Portland we have a company called Water Closet Media that will print advertisements and put them in bathroom stalls or over urinals, so it might not be the first place you'd think of, but certainly people are waiting, so it's another good place to display your materials. And you might also be able to negotiate a discount because you're a nonprofit.



On slide 19, we talked a little bit about using the Web, and again, this is a topic that could benefit from a full hour-long conversation in and of itself. We are actually in the process of writing a new edition of our newsletter, *Youth Impacts*, which used to be called *The Tutor* if you've seen our material in the past, and it's going to talk a lot about using some of the so-called called Web 2.0 tools out there, to help our volunteers and to help our programs. So -- oh, I'm sorry.

I was just going to jump in and say also, unless we hear from you that you would prefer not to be, we'll go ahead and put all of today's participants on the e-mail list to receive that publication in your inbox when it's ready, probably by the end of next month.

There are a couple of things to highlight, and if people have specific ideas or concerns, maybe we can go ahead and pause, since I know this is of great interest. It goes without saying that a Web presence is a must. If you don't have a Web site now, even just a basic one, you should have something because that's the way more and more people find us. We can also list our volunteer positions on Craigslist or Idealist.org, as well as local volunteer boards or volunteer matching systems. I know that if you're a United Way grantee, you probably have access through some of their volunteer centers, to Volunteer Solutions, which is an online system that matches programs with volunteer opportunities to central volunteers in the community. It's been awhile since I've looked at it, but if I remember correctly, or if my information is accurate, I think that's free to you as an agency funded by the United Way, but double-check on that, and it's another place where you can post your opportunities.

I'm going to jump in and invite Matt to ask a question or make a comment. I see your hand is up, Matt.

Yeah, I just want to make a comment about the Volunteer Solutions that you were just talking about. We actually just posted ours on there, and it is free, and it's really easy to get everything on there, and it's a great resource.

Has it been successful?

We're a brand new program and we just rolled it out last Thursday, so we're getting some volunteers in the door, but it's kind of hard to tell if a lot of it's through that Web site or not.

Sure.

But it's real easy to get on there, and I could definitely see how it would provide a benefit. I know you can go online, if you're interested in volunteering, and if you want to help with kids it will narrow it down to a bunch of positions where you'd help kids. And so it really kind of defines your interests and really focuses in on that, so it's a great resource, and I would recommend it if you can.

Great, thanks.

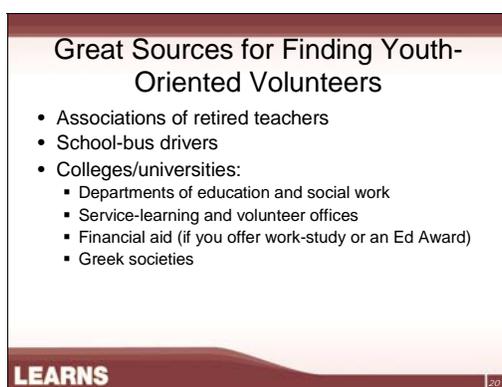
There are other sites -- I think the Hands-On Network has a similar program. I think it might be VolunteerMatch.org. There might be other volunteer matching sites out there that you can use, and once you've developed a listing for the electronic placement, you can reuse that in other systems. Because it could get a little tedious to provide the information -- fill in several different forms. But once you've developed a concise position description, you can copy and paste that into these other sites.

And then, of course, there's the ubiquitous MySpace and Facebook, which we're finding to be very popular especially among younger volunteers, and actually among the youth that we serve in our programs. So as I said, we'll be providing some more ideas about how those can be used, to buy programs, but would anyone like to talk about that real quick? Anyone that's had success or challenges using MySpace or Facebook in your recruiting want to share something? You can either raise your hand, or just speak up. You might need to un-mute your phone.

One thing we heard on the last session is that people are concerned about privacy and safety, and the nice thing about these tools is you can make your site as public or as private as you want. One AmeriCorps program that we talked to has set up a Facebook site for currently serving AmeriCorps members, but the coordinator also invites alumni and applicants to join the site, so she's really used it to get potential volunteers to get to know the program, to get to know the volunteers already serving, find out

what it's really like to serve as an AmeriCorps member in her program. But she's set security so that they cannot even see each other's profiles unless they invite each other to be friends within their site. So just a note, that you have a lot of control over how your site appears and how it's used.

Any raised hands? We'll go ahead and move on, but if you have any ideas on using electronic resources to recruit, we'd love to hear them.



On slide 20, since we are serving youth, or most of us presumably are serving youth, some places where we might find people especially oriented towards working for youth are listed on the slide. I noticed in the chats, someone mentioned retired educators. That's our first bullet right here. Also, school bus drivers. We know that an RSVP program had a lot of success recruiting especially male volunteers to work in their program by tapping the local school bus drivers. They're prescreened; they've already passed their background checks; they're used to being around kids, and in some cases they had part-time schedules or split shifts that allowed them to drive the bus in the morning, volunteer for a couple of hours, and then do the afternoon run.

Finally colleges and universities, and I think we all -- most of us probably realize this -- can be a very fertile recruiting ground for a variety of reasons. But again, with the idea of targeted recruitment, while it's certainly helpful to canvass a whole college campus and table in the cafeteria and all that good stuff, and certainly continue to do that, you can target your activities to groups of people who are inclined or working toward positions where they'd work with youth. For example, your departments of education and social work, the volunteer office or the student activities office on campus. Also, the service learning office. Not all campuses have that office, or it might be a function within the student activities office, but more and more colleges and universities are encouraging professors and students to incorporate service into their academic coursework, and so finding ways to tap into that movement and into those offices, can certainly benefit you.

Financial aid, especially for those of you who can offer work-study or an education award, or some other stipend, students are in there constantly and might be interested in opportunities to provide service in exchange for compensation in some form. That does potentially raise the challenge of students who are volunteering just for that compensation, which is something we know some programs struggle with, but again, that's an issue we can address in our orientation and screening processes, to stress with them and reveal to them the other benefits besides the stipend or work/study they'll receive.

And then also sororities and fraternities -- I was a member of a couple of Greek societies, they actually didn't have houses, they were just professional societies for communications students or honors students, but any and all of those societies can be great places to recruit college students to volunteer. Some of them have explicit civic engagements or service requirements that they require their members to complete, so there's another subgroup within a college campus you might target your recruitment to.

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



LEARNS 27

On the next couple of slides, 21 and 22, we have some ideas for recruiting more male volunteers, which we know is a perennial concern for many of our programs, especially for those that work with young men or boys. We always aim to have volunteers of the same gender to provide the role modeling for our children and young adults.

You have the list of ideas on both of these slides. I won't read through all of them, but just to point out a couple of things. One, we've seen programs have success with having the women in their lives do the asking. If women are volunteering in your program, have them bring to a meeting or talk to one of the men in their lives -- maybe their father or spouse or partner or brother or cousin, but have them speak to the men in their lives about the opportunities and benefits they've received from volunteering with your program. Also for men, too, addressing their fears about service, maybe if they're concerned about whether they'll be able to bond with the young people, or whether there will be concerns about safety or presumptions made about a male working with a young person, and we can certainly talk about how everyone goes through a background check. We provide lots of orientation and training, and we equip you with what you need to be successful as a tutor or mentor or other youth volunteer.

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!

LEARNS 22

On slide 22, just pulling out one or two to highlight: Consider using group settings and activities. We find that this often helps men feel a little bit more comfortable with volunteering, and a local mentoring program here in Portland has a lot of orientation activities that involve the mentors and potential mentors doing activities outside with young people. Obviously that's fun and interesting to all sorts of people, not just men, but we know that men often respond to action-oriented volunteering. And then, keep the male volunteers you have. Find out why they volunteered with you, why they sought you out, why they stick around, what they get out of working with you, and then talk up those ideas to -- and benefits -- to other men you target.

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



LEARNS 22

That is a relatively brief tour of some of the key recruitment strategies we encourage programs to consider, and that we've seen have success in the field. We would like to close with a few thoughts, the first of which is - don't give up. We know that the recruiting success rate can tend to be a little on the low side, about perhaps a 10 percent yield, but there are people out there who can help, including your current volunteers, your board members, and your staff, as well as some other resources we'll preview for you in the next couple of slides. We also encourage you to try multiple methods, experiment with different things, see what works. If it works, keep doing it. If it doesn't work, try something else.



That will end the official material we wanted to present. What we'd like to do next is just open up the floor, and we can dispense with the chat or the raising hand if it's easier for people. If you want to offer verbally an idea or comment or suggestion, we certainly encourage you to do that.



Let me just quickly have Nicky advance a couple of slides to show you, on slide 25, some links to organizations that have more material and information you can access on the topic of recruitment, including our own.



We've also provided on slide 26 the contact information for myself and Nicky, and feel free to give either or both of us a call or an e-mail. We are here to help you be successful and we'll certainly do what we can to help you troubleshoot an issue or come up with some ideas. We've also worked with programs to review recruitment campaign strategies and suggest possible recruiting venues. Do feel free to contact us. We're here to help.

Thanks, Erich. With that, I just want to say we're about five minutes away from the hour that we promised you we would end in, so if there are folks who need to log off, we thank you very much for your participation and we will be following up with an e-mail, but as Erich said, he and I are both available as long as there's interest to chat with you, answer questions, hear your good ideas so we can share them with the field. We just want to open it up, and to those who need to go, we understand and thanks very much. Are there any questions or comments? Ideas?

This is Sue.

Go ahead, Sue.

We just tried something that I wanted to share. We designed a postcard and bought a mailing list for the first time, directly recruiting girls and adults in our section of Phoenix. We sent out -- our mailing list only had about 9,000 names. We have had at least a 5 percent callback on the first two weeks.

Wow.

Yeah, I know. Oh gosh! So, you know, we're looking at maybe buying another list.

So can you tell us -- I have to confess, because we tend to steer people toward resources that are free, and strategies that don't necessarily involve an investment of funds. Can you talk a little bit more about buying a list, and how you would vet the list, or how folks might just go about doing that? I'm not sure everyone has experience with that.

Well, we just had someone actually share that they used this list service, and when I contacted them, we narrowed our list to households identified with girls ages six to 10, which would be our primary focus for our girls. And they were real -- they're not very good at saying exactly where they get their names from, but they said from magazine subscriptions, court records, and other documents. I was like, OK. It was a narrow cross-section, and we produced -- it's been about \$1,500. So really for what we have seen so far, it's been a good -- a good expense paid, because we've lost our ability to use direct fliers at schools, and so a lot of people thought Girl Scouts had left the area. We did a high-quality slick postcard; six-by-eight postcard, mailed it out, and people were saving them. People are sharing them, and we've had a very good result. So far, the first two weeks, it's like we can't keep up with the phone calls.

Wow, that's wonderful. It sounds to me like probably most communities would have some kind of list service like you mentioned, and then you can sort of slice the pool based on who you're looking for and who you're serving. Thank you for sharing that strategy.

Do you own the list now, or do you have a certain number of blasts you're entitled to for what you paid?

Oh, I guess we own the list, since I have it on my computer. That's a good thought. We're thinking if we did it again, we might go someplace else, just to get a different cross-section, other than, you know, mailing it to the same people.

Thank you. Other good ideas like that? Or questions for us from folks on the phone?

I have a question. This is Matt, and the program I'm with is called Every Classroom Counts. It's a brand new program that was created through the United Way here in Sioux City, Iowa, in collaboration with Big Brothers Big Sisters and the Sioux City School District. I'm just wondering if there's anyone out there who's, you know, been involved with the program in its baby steps, and what they did to get their name out there, and to make people aware of what they were, because we don't -- we have the reputation of Big Brothers Big Sisters to work off of here, but other than that, we're not real well known yet. I was just wondering if there's anyone else or if you have any advice as far as experiences you've seen of new programs.

Are you able to tap into any of the marketing resources of Big Brothers Big Sisters?

Yes, and that's been a huge advantage for us, and in a way, we don't want to differentiate away from Big Brothers Big Sisters, because we're a school-based program, so we have the same kind of goals, except ours are sort of school-based mentoring and volunteering, so we don't want to differentiate away too far yet, to make it aware that we are our own entity and that what we do is for a somewhat different goal and purpose.

Right, it's probably, I'm guessing, going to involve some networking within the district and within the schools. I'm guessing most of the teaching and administrative professionals know about Big Brothers Big Sisters, so I'm assuming it's the teachers who are going to give you referrals, and parents of students who are going to give permission for students to join your program. I think some internal marketing is probably one place you'll need to start, because if the teachers talk to the parents, the administrators, the principal and superintendent talk to the community, those are the people who need to understand, first, how you're different, and what you can offer the students. So you certainly want to start there.

Matt, you may have already looked at this, but on that EdMentoring.org site that we pulled up briefly, there are some resources specifically targeted at school-based programs, and a couple that I'm thinking of, there's one fact sheet in particular that really focuses on totally starting from scratch with the recruitment plan, and talks about some of the stuff that Erich covered, like mapping your connections, but goes into much, much more detail step by step. Take a look on that site, I think it's really easy to find. If you don't find it, just e-mail me. You have my e-mail in the slides, and I'll just shoot you the direct link, but that might be a good place to look, too.

OK, great, thank you.

Is there anyone on the phone still who might have additional advice for Matt, who's been in the same position?

OK, other questions or suggestions? Well, hearing or seeing none, I think we'll go ahead and sign off. Thank you everyone for making time to -- oh, sorry.

The beginning of a question?

Nope, I was just thanking you, sorry.

Thanks again, everyone. Good luck to you this year with your program, and let us know if we can be of assistance to you.

And please follow up with any additional questions that you might have.

Have a great day. Thank you.