



How to be a good recruiter

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Positivity | Woo | Activator | Restorative | Empathy

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Break into Groups of 3-5!

- Introduce yourself
- 1 strength you plan to use in this breakout today



Scranton

Welcomes You

*Embracing Our People,
Our Traditions & Our Future*

The Mall At
Steamtown
LEFT LANE

TEAMMATESSM

MENTORING
of SCRANTON

To create a culture of mentoring within our community in order to provide enriching experiences for our Mentees and Mentors.





Program Coordinator

- Make matches
- Support matches and communicate with mentors
- Train new mentors
- Recruit MENTEES and give the waitlist to your board
- Get the word out around the school
- Educate parents, teachers, and admin about what TeamMates is



Board Member

- Develop a strategic plan for your local program
- Make personal asks for donations and mentor recruitment
- Present to community groups and businesses
- Social Media and other marketing efforts

Step 1:

- Look at your waitlist and underline key descriptors:
 - Gender
 - Interests
 - Personality traits
- What kind of mentor are we looking for?





Step 2:

- Look at your dashboard
 - Circle 2-3 Mentor data points that are impactful
 - Circle 2-3 Mentee data points that are impactful
-
- Note: Combine percentages from 4&5
 - Example: 91% of mentors say their mentee desires to have a mentor.



Step 3:

As a group, choose your 3 favorites!

Example:

1. 97% of mentees say they trust their mentor
2. 86% of mentors say they feel supported.
3. 97% of mentees say they're proud to be in TeamMates.



TEAMMATESSM

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- 9,273 students in the district- **310 Matches**
- Most of your mentors come from Vance Refrigeration, Dunder Mifflin, Scranton School District, and Lackawanna College, but there are a few other partners.
- City population: 75,874

What are 3 things you can do in September to fill your waitlist?



Roles and Responsibilities

- Approach Gatekeepers
- Find Bridgebuilders
- Presenters



A woman with reddish-brown curly hair, wearing a red short-sleeved top, is sitting at a reception desk. She is holding a black telephone receiver to her ear with her left hand. On the desk in front of her is a white sign that says "RECEPTION". To her left is a computer monitor displaying a blue screen with the text "DUNGER" and "MUSEUM". In the background, there are shelves with various items, including a pink sign on the wall and a pen holder with several pens. The overall scene is an office reception area.

Who is a gatekeeper?

A gatekeeper gets you in the door with a company, person in power, or organization.

A man with dark hair and glasses, wearing a dark suit jacket, a light-colored shirt, and a patterned tie, is speaking into a microphone. He is gesturing with his right hand. The background is a blurred office setting with white walls and blue accents.

Who is a Bridge Builder?

A bridge builder is someone that probably won't mentor for you, but they are very well connected in their community, and definitely know of someone who could!



Who is the presenter?

A board member who can deliver information about your local program to the public.

Step 4: Use your strengths and talents

Who in your group can:

1. Approach the Gatekeepers?
2. Find the Bridgebuilders?
3. Be a presenter?

*You can be more than one.



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If you can approach Gatekeepers:

- Share that you'd like a chance to talk with the manager of the business or company about TeamMates.
- Send them a thank you card after they help you get a meeting scheduled.
- Follow up with them quarterly with an email to check-in.



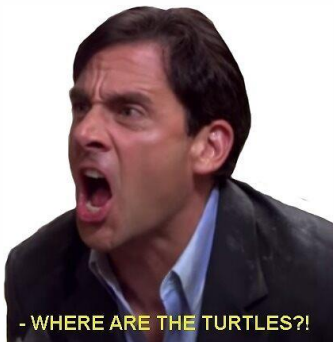
Important tip: Don't be a Ryan Howard!

Don't just reach out when you need something, try to connect with your gatekeepers for coffee just to say thank you.



If you can find Bridge Builders:

- Invite them to chapter events
- Give them real-life examples of how mentoring has made an important impact on the mentees AND mentors.
- Ask about sponsorship opportunities for local scholarships, chapter events, or in-kind donations.



Important tip: It's okay if they say no

It can take several meetings, cups of coffee, or visits for a potential new partner to get excited about joining the team! They may also just not be the right fit for your chapter.



If you're a presenter:

- Download our customizable Recruitment Presentation from our [Recruitment Resources toolkit](#).
- Share your story and your “why”
- Follow up with attendees within 24 hours



Important tip: It takes more than once

Research shows that for every 40 people you present to, only 1 will actually become a mentor. Don't give up!



Here to serve.



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GALLUP-CERTIFIED

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