



Recruitment

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What are we talking about?

- **What is Recruitment?**
- **Best Practices**
- **How to make an ask**
- **Ways to recruit**



Recruitment vs. Brand Awareness



RECRUITMENT



Who is responsible for what?

Board Members

- Making direct asks (phone calls, emails)
- Finding potential partners
- Sending postcards to potential new mentors
- Speaking at organizational meetings (rotary, lions club, churches, etc.)



Who is responsible for what?

Program Coordinators

- Communicate with your board members about your waitlist.
- Ask teachers, coaches, or admin to become mentors.
- Ask your mentors who have had a mentee graduate or move away to get signed back up.



Elements of Effective Practice

MENTOR National tells us...

You need to ask about

40 people

to recruit 1



Elements of Effective Practice

MENTOR National tells us...

- **Be upfront about requirements**
 - 3 months or less = detrimental
- **"Target" specific audiences**
 - Mentee waitlist!
- **Utilize your Mentors to recruit**





Let's create our direct ask!





My TeamMates Pitch

Purpose: In 2 minutes, ask someone to become a mentor in your own words.

Tell me about one of the kids waiting for a mentor.

What is TeamMates?

Where and when do matches meet?

How/Why did you get involved in TeamMates?

Turn this sheet over to put it together!





Brand Awareness



Who is responsible for what?

Board Members

- Scouting out and working booths in the community
- Social Media
- Advertisements
- Ordering and designing marketing materials
- Fundraising
- Designing and ordering T-shirts



Who is responsible for what?

Program Coordinators

- Educate school staff and parents on what TeamMates is and is not.
- Have a presence at Back to School nights
- Distribute shirts to students (when applicable)
- Help honor mentors during big campaigns like National Mentoring Month
- Hang posters or distribute marketing materials around the school.



Here are some ideas to get you started!

- Host a booth at back-to-school night, conferences, football games, or other school-related activities.
- Host a booth at your community fair or festival
- Create a social media page
- Order marketing materials
- Design a poster to hang in your school
- Honor your matches on the football field during Homecoming!



Here to serve.



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