

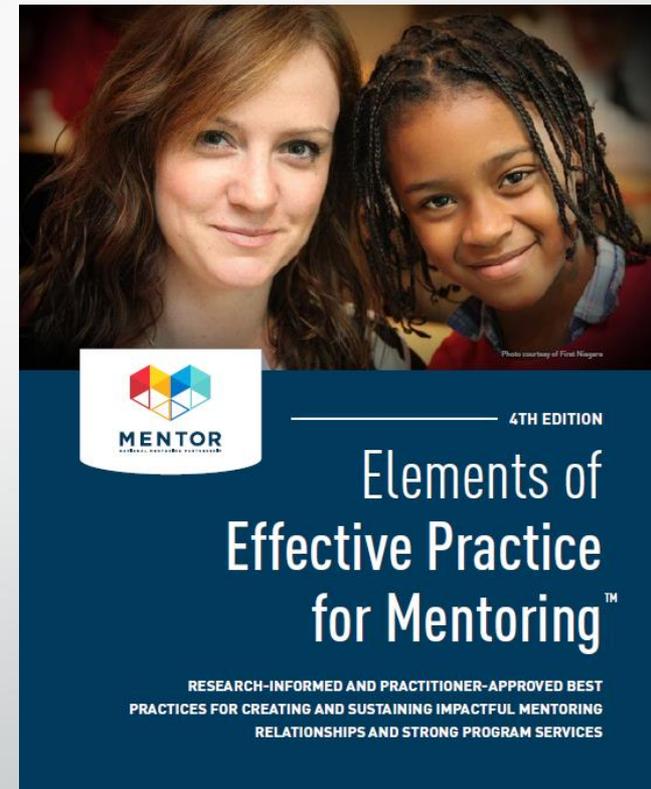


Standard 1: Recruitment

Welcome!

What are the *Elements of Effective Practice for Mentoring*™?

- Research-informed practices
- Evidence-based Standards and Benchmarks
- Enhancements that can promote relationship quality and strong outcomes
- Recommendations on program management, leadership, evaluation, and core principles youth mentoring organizations



Standard 1: Recruitment Mentor Benchmarks

1.1 Engages in recruitment strategies that **realistically portray the benefits, practices, supports, and challenges of mentoring in the program.**

1.2 Utilizes recruitment strategies that **build positive attitudes and emotions about mentoring.**

1.3 Recruits mentors whose skills, motivations, and backgrounds **best match the goals and structure of the program.**

Standard 1: Recruitment Mentor Benchmarks (cont'd)

1.4 Encourages mentors to **assist with recruitment efforts** by providing them with resources to ask individuals they know, who meet the eligibility criteria of the program, to be a mentor.

1.5 Trains and **encourages mentees to identify and recruit appropriate mentors** for themselves, when relevant.

Standard 1: Recruitment Mentee/Parent Benchmarks

- 1.6 Engages in recruitment strategies that **realistically portray the benefits, practices, supports, and challenges of being mentored in the program.**
- 1.7 Recruits **mentees whose needs best match the services offered by the program.**

Learning Outcomes

- Define a targeted recruitment audience for potential mentors and mentees
- Recruit appropriate mentors and mentees by realistically describing the program's aims and expectations
- Develop a targeted plan to recruit mentors and mentees

Opening Activity

- Think about a positive volunteer experience
- What made it positive for you?

Participation Ratio

- Of potential mentors who express interest, how many actually become mentors?
- Of potential mentees who express interest, how many actually participate?

Recruitment Strategies

Warm Body Recruitment

- Large number of volunteers
- Short time period
- Limited qualifications

Targeted Recruitment

- Smaller audience
- Specific skills
- Not commonly-found characteristics

Need for Targeted Recruitment

Avoiding early match terminations

- 1/3 to 1/2 of matches end early (Spencer 2014)
- Matches < 3 months have negative impacts on youth (Grossman & Rhodes, 2002)

Why Do Matches End?

Spencer (2007)

1. Mentor's unfulfilled expectations
2. Deficiencies in mentor's relational skills, including culture competency
3. Perceived lack of mentee motivation
4. Family interference
5. Inadequate agency support

Mentor & Mentee Recruitment

- Targets a specific audience that will best match with the goals of the program
- Realistically portrays the benefits, requirements, supports and challenges *upfront*

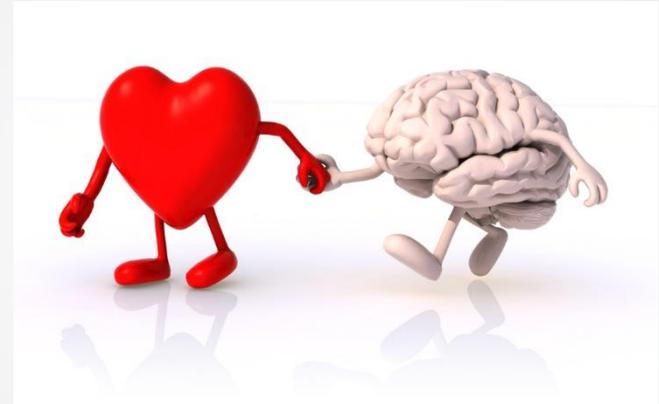
Who Are Your Mentees?

- **Demographics**
- **Interests/hobbies**
- **Challenges/Barriers**



Who Are Your Ideal Mentors?

- Demographics?
- Life experiences?
- Areas of Expertise/Career?
- Interests/Hobbies?
- Motivations for mentoring?



Mentor Benefits

- What are the benefits of being a mentor in your program?
 - **Tangible Benefits** (Learning specific skills, specific excursions and activities; transportation reimbursement)
 - **Intangible Benefits** (Increased sense of purpose; building relationships)

Top Volunteer Motivators

- Enhancing career
- Enriching personal development
- Learning new skills
- Conforming to norms of others
- Escaping negative feelings
- Putting altruistic beliefs into practice

Identifying Barriers

- What keeps mentors from volunteering for your program?
 - Time commitment?
 - Lack of interest?
 - Eligibility requirements?
 - Geographic barriers?

Setting Mentor Expectations

➤ Do your recruitment materials:

- Realistically describe your program's aims and expected outcomes?
- Highlight the benefits?
- Proactively address the potential barriers to participating?

Mentor Position Description

1. Mentor Role
2. Benefits
3. Time commitment
4. Participation Requirements
 - Desirable Qualities
 - Screening Process

Outreach Approach?

- How do you reach prospective mentors?

Recruitment Sources

- Sources that attracted mentors:
 - 23% recruited by a friend
 - 12% coworker
 - 11% internet
 - 9% newspaper
 - 37% from other source:
 - (church, school, teacher, radio)



Recruiter= Relationship Builder

- If you want someone to have a relationship with your program, you need to build a relationship with them.
- People are four times more likely to do something if there is a personal ask.

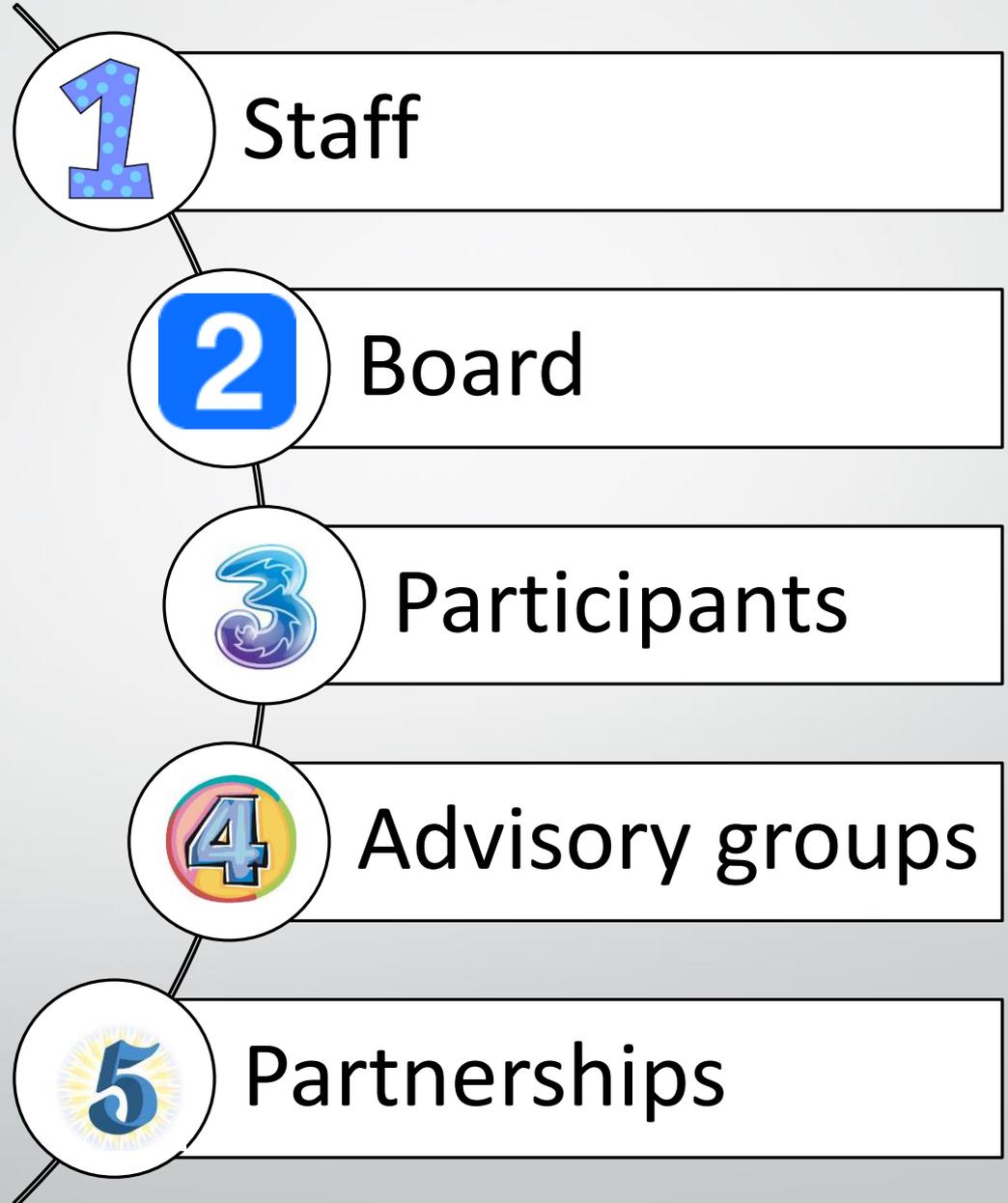
Create A Concise Recruitment Message

1. State client need
2. Explain how to help
3. Articulate the benefits

Create Appealing Recruitment Materials

- Address a specific audience
 - Highlight expectations & eligibility
 - Use visuals
 - Keep it simple
- **Inspire curiosity to get more information**

Engage a Recruitment Team



Customer Service

- Is your organization providing quality customer service to prospective and active volunteers?
- Does your program feel inviting and welcoming for the target audience your are recruiting?

Developing Your Recruitment Plan

1. Set Goals

- How many are you hoping to recruit?
- Which strategies will you use to reach them?

2. Set Action Steps

- What actions will you take to meet these goals?
- When will it happen and who is responsible?

Final Thoughts

- Be strategic and planful in your recruitment efforts
- Set appropriate volunteer expectations from the beginning to ensure a successful experience with your program
- Say thank you!



Standard 1: Recruitment

Thank you!