RECRUITING TALENT
FOR VOLUNTEER-BASED ORGANIZATIONS

If You agree that it takes a village to raise a child, then your volunteer recruitment strategy should be to fill all of the volunteer needs of the community.

At the 2008 National Conference on Volunteerism and Service, held in Atlanta, leaders of many corporations talked about ways to mobilizing the pro bono talent of their employee volunteers.

Instead of just focusing on the soft side of volunteerism, the CEOs aim to focus on the talent needed to support the infrastructure of a volunteer based organization.

A presentation of Tutor/Mentor Institute, LLC  Tutor/Mentor Connection
Merchandise Mart PO Box 3303, Chicago, Ill. 60654 tutormentor2@earthlink.net  www.tutormentorconnection.org
Every box on this chart represents a role that a corporate volunteer with specific talents and experience could fill in a volunteer-based tutor/mentor organization. Every box needs to be filled if the organization is to provide effective service to its community. Similar charts should be developed to show the organizational structure of different types of charities and service organizations.
In a big city like Chicago, hundreds of non-profits have similar organizational needs. Few are adequately staffed.

Corporate Leadership needs to draw volunteers, talent and donors to t/m programs in all poverty neighborhoods, not just a few visible places.

Shaded Areas have poverty levels of 20% or greater. Dots on this map are poorly performing public schools.

Since every shaded area on this map needs a variety of comprehensive tutor/mentor programs, the Tutor/Mentor Connection leads a public awareness campaign aimed to draw dollars, volunteers, and training directly to tutor/mentor programs in every part of the city and suburbs of Chicago.

We’d like to see this strategy duplicated at the national and local level by leaders in every industry, and by leaders of the Points of Light Foundation.

See maps and search for Chicago area programs: www.tutormentorprogramlocator.net
How Can Business & Public Leaders Help?

• Create advertising campaigns that use charts like on this power point to illustrate all of the roles volunteers can play in tutor/mentor programs. Develop case histories to show how volunteers from different industries volunteer time in each organizational role. Share these on the Internet and in marketing.

• Teach corporations the profit values of employee volunteerism using research that shows how volunteerism improves diversity within a corporation, or improves essential skills of employees.

• Use MAPS to illustrate all of the places where volunteers are needed. Link to organizations like the Tutor/Mentor Connection who are piloting uses of this technology so we can find volunteers to help with this role in our organization.

• Develop a Corporate Volunteer Council Recruitment Strategy that draws regular attention to volunteerism and service, and points potential volunteers and donors to maps that they can use to make their own decisions on where to get involved. Do not choose for volunteers the programs they might support. Learn from employees what programs they are already participating in and work to help those programs get the additional volunteers and resources they need to effectively serve volunteers and clients.

• Develop templates of Internet eLearning and Collaboration portals that companies can use to connect employee volunteers to each other, to the community, and to on-line learning that can help make them more effective.

• Advocate for a comprehensive form of volunteer-based tutoring/mentoring that focuses on strategies that mentor youth through school and toward jobs/careers
Corporations and Military Leaders build strategies to distribute resources to many areas. Teams of volunteers could take this role to help make tutor/mentor programs available in all high poverty neighborhoods of Chicago and other cities.

**Public Commitment**
To sustain effort and recruit troops

- How do we educate and inform public so we can maintain support for revenue needed to support war effort?

**Feed & Equip**
Our army better than enemy

- We need to feed, cloth, arm and re-supply our troops and logistics providers for as long as war is in progress.

**Recruit & Retain**
US forces

- How to replace forces that are lost with new soldiers trained and ready to pick up from where previous left off

**Analysis**
Of enemy
Strength & weaknesses

- Understand needs & plan resource allocation, e.g. strategic planning

**Organize & Train**
US forces

- What resources do we need to implement the plan? How to prepare them?

**Logistics**
To get forces in place

- How do we distribute needed resources and troops to multiple locations where they are needed?

**Forces**
Include tutors & mentors

**Forces**
Direct engagement

**Revenue**
To support these efforts

- How do we raise money needed to pay for this entire effort?

**Forces in city is enemy**

**Poverty sites**

Solving social problems benefits corporations, too. What’s the missing link?
A non profit cannot reach into a corporation often enough, or at the right level, to create understanding, or motivate new business practices. Teams already within the company have greater potential to do that.

**Goal:** Build corporate teams who serve as intermediaries between Tutor/Mentor Connection and the corporation. Define and Map a Supply Chain Model that meets infrastructure needs of non profits helping inner city kids move to jobs and careers.
Marketing Teams

Target
1. seniors
2. faith groups
3. business, hospitals
4. youth
5. civic, fraternal and social
6. college

Messengers
a) RSVP, Senior Corps
b) Faith Leaders
c) Company, Trade Group, CEOs
d) Service Learning, clubs, MySpace
e) Members
f) Campus Compact, etc.

In addition to...
- Public leaders
- Celebrities
- Specific non profit organizations
- Local and national groups

Internal teams who understand T/MC goals, are better able to deliver message targeted specifically within their area of influence, with all messages pointing to maps showing where services are needed, and to databases which volunteers and donors can shop to choose where they want to get involved.
A **learning circle** is a group of people with a common background, or interest, who meet regularly to learn about an issue, and discuss ways to incorporate what they learn into their lives. Churches do this weekly when groups of people gather to discuss scripture. To solve problems of poverty and poor schools, such circles need to be in business, churches, hospitals, and in affluent areas, as well as high poverty areas.

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Teams of Volunteers can connect with teams from other companies, and other cities.

Collaboration platforms exist:
http://debategraph.org/mentoring_kids_to_careers
Use volunteer support to help build infrastructure supporting long-term, mentor-rich programs in locations throughout a city or state.

This graphic illustrates the many functions that must be filled for a non profit to operate as an effective business of delivering tutor/mentor and learning services on an on-going basis. Volunteer teams can help innovate ways to provide these services in more places and/or at a lower cost per program.
Using Internet connections, volunteer groups within the same company or industry can learn from others, and with groups in different places who focus on the same problem. By working toward common goals these groups can generate volunteer and donor support to each tutor/mentor program in the district.

Every time one leader talks about tutoring/mentoring, they need to end by pointing to the map of Chicago and saying, “we need good programs in every poverty area”
Billion Dollar Corporate Pledge

• A Billion + Change – Corporate Commitment to Pro Bono Service. Read about this at http://www.nationalservice.gov/about/initiatives/probono_why.asp

• Company teams using ideas provided by Tutor/Mentor Institute, LLC, and maps showing their own business locations, can mobilize more talent and resources to support tutor/mentor programs that help kids to careers, and expand employee talent and informal networks.
Learning Circles can share resources on Tutor/Mentor Connection Web Site, while connecting with others doing similar work.

The Tutor/Mentor Connection*, based in Chicago and on the Internet, is already modeling these concepts. Visit

http://www.tutormentorexchange.net
http://www.tutormentorconnection.org
http://www.tutormentorprogramlocator.net

Use the http://tutormentor.blogspot.com articles to inspire your own weekly leadership message.

Add the T/MC to your network of advisors. Add the T/MC to the list of organizations that you support.

*The Tutor/Mentor Connection was created in 1993 as part of a small Chicago non profit site based tutor/mentor program. In 2011 the Tutor/Mentor Institute, LLC was created to continue to support this strategy in Chicago while helping similar intermediaries grow in other cities.

Contact us:

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Skype: dbassill
Tutormentor2@earthlink.net
Twitter @tutormentorteam
Facebook - http://www.facebook.com/TutorMentorInstitute