Year Round Volunteer Recruitment Using Your Website and Social Media

Lessons applied in my role as leader of a volunteer-based tutor/mentor program in Chicago

This is a Tutor/Mentor Institute, LLC Presentation.
This and similar ideas can be found at http://www.tutormentorexchange.net
The purpose of this workshop is...

- to **share** skills and experiences that have worked at Cabrini Connections and the Tutor/Mentor Connection
  - to provide a path to on-going learning
  - to draw participants into collaborative actions
  - to help more volunteers become engaged in service

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This is Me.
37 Years Leading Tutor/Mentor Program In Chicago

- Illinois Wesleyan 1964-68, History Major
- Army Intelligence, 1968-71
  17 year advertising career (1973-1990)
- 4 yrs Loaned Exec United Way/Crusade of Mercy, Chi
- 36 years leading tutor/mentor program (1975-2011)
- President, Founder of Cabrini Connections in 1992; Tutor/Mentor Connection, in 1993
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Leo Today
If you remember these…

- Engage your volunteers, friends, etc

- Never stop telling your story

- Make sure your web site helps you

- Budget Time Daily for Network Building via Social Media
More than can be covered in an hour

This workshop will only focus on uses of web sites, communications and social media in on-going volunteer recruitment.

Program design, engaging, training and mentoring volunteers, and other information related to building and operating a successful volunteer based program can be found in sections of http://www.tutormentorexchange.net
Your best source of new volunteers are the ones you already have.

• An effective recruiting strategy must be aimed at recruiting new volunteers each year, it must also be designed to retain volunteers and convert them into leaders.

• Constantly recognize volunteers for the good work they do, while inviting them to be part of organizational activities, such as communications, social networking, planning.

• Organize your volunteers into teams. Encourage them to meet at their work site to review strategies and reinforce each other. NOTE: Teams of corporate volunteers can also be your number one source of financial support.

• Involve veteran volunteers in recruiting new volunteers, via personal letters, company communications, social networking
A good volunteer training system must be ongoing. Every tutor learns more with each tutoring session.

Use Email Newsletters, Facebook, your own portals to provide information about weekly activities, learning resources and to enable one-on-one feedback.

The longer a volunteer stays with a program the more he/she becomes an advocate.

The Internet offers unlimited learning opportunities and connects your volunteers with peers in similar programs throughout the country.
Spark your network. Be an active network builder

The World’s Largest Ping Pong ball table.

Every action by you, or a volunteer, or member, causes a chain reaction that moves every other ball.

Tell your story regularly, encourage friends to spread it to their own networks.
Your Volunteers – Their Networks

HOW CAN WE GROW THE % OF PEOPLE/ORGANIZATIONS STRATEGICALLY INVOLVED IN RAISING KIDS?

MORE INFORMED, MORE INVOLVED

OUR GOAL is to focus on-going attention to tutoring, mentoring and school-to-work learning programs in every poverty neighborhood and to Internet-based information models which these programs can, and should, use to constantly improve the outcome of their work.

We seek musicians, pro athletes, actors, writers, CEO's who will use their public visibility, web sites and media interview opportunities to draw traffic to our web sites and to each of these programs.

With computer generated maps we can identify programs and neighborhoods where our help is needed, and where our help is being provided. Collectively we can expand the distribution of help from ourselves and others into every neighborhood where our help is needed. Using our visibility, we can keep the spotlight focused on these areas as long as it is needed.

Every Volunteer is connected to many potential volunteers
Not everyone can volunteer time as a tutor/mentor...

- **volunteers** are needed to use their TALENT for planning, communications, technology, leadership, fund raising

- **business partners** are needed to develop strategies—using employee volunteers, company assets & dollars — to PULL youth from poverty into jobs & careers.

- **people and organizations** are needed to organize and provide curriculum, training, and ideas, to help educate all stakeholders in the movement.
Tips for Recruitment

• **Use database to maintain volunteer records** – use this to prospect for new volunteers, or to fill specific roles. Thus, when looking for a volunteer to help with a newsletter, you can focus on volunteers who work in communications. You can also narrow your focus to volunteers who work in larger companies, where more volunteers and even funding, might be available.

• **Use Email, Web sites and social media to keep volunteers informed.** If you have a budget for printed newsletters, use these as well as email. Volunteers want to be supported. We use a weekly email to tell volunteers what to expect each week at tutoring, and to point to resources on the web that they might use. Keep Alumni Volunteers connected to your organization by keeping them on your email newsletter list.

• **Help Your Volunteers.** Provide templates of letters volunteers can send to friends. Do workshops to show how they can use Facebook or Twitter or create their own videos…working with their students!
Commit to Communications

• **Engage youth and volunteers in communications strategies.** Teach youth to use desk top publishing, web sites, writing and research activities, etc. to evangelize the work your program is doing to help them have brighter futures.

• **Communicate regularly** with your volunteers, your donors and potential sources of volunteers, using a newsletter that tells why you are needed, what you are accomplishing and in what ways they can help. Build an email contact list and communicate to your volunteers and support group weekly.

• **Enlist your volunteers, church, business friends,** etc. to place “good news” stories about your work in their organization’s newsletter on a quarterly frequency.
Does your web site help you?

These are some things that you might want to have on your web site.

- Home page features "mentoring or tutoring" with headline words and/or picture
- Home page has easy-to-find sub-feature of "mentoring or tutoring" with words and/or pictures
- Volunteer involvement opportunity is clear
- Contact information is clear so volunteer or donor can contact program
- Case made for why tutoring/mentoring is important
Does your web site help you?

These are some things that you might want to have on your web site.

- Site shows role of tutoring/mentoring in workforce development
- Site shows benefit of volunteer involvement in tutoring/mentoring on the volunteer
- Site provides links to research related to tutoring, mentoring, poverty, education, etc.
- Site links to other tutor/mentor programs in the same city
- Site links to one or more Tutor/Mentor Connection web sites and/or Program Locator
Working In The Schools

http://www.witsontheweb.org/
East Village Youth Program

http://www.evyp.org/
Cabrini Green Tutoring Program, Inc.

http://www.cabrinigreentutoring.org/
On-Line Volunteer Recruitment sites

We have successfully recruited volunteers from many of the on-line sites listed below. These are all free.

http://www.ServeNet.org

http://www.volunteermatch.org

http://www.chicagovolunteer.net

http://www.idealist.org

http://www2.illinois.gov/serve/Pages/find.aspx

http://www.tutormentorprogramlocator.net
Are you a tutor/mentor program?
Make sure your program is listed in the T/MC Database of Chicago Area Programs

This database is used by parents, social workers, prospective volunteers and potential donors. It can be seen in the Chicago Tutor/Mentor Program Locator at www.tutormentorprogramlocator.net
Advertise. Never Stop.

In order to attract and keep volunteers and donors, you must constantly be sharing your vision, and your successes.

• Think of yourself as a business, and your students, volunteers, directors, donors and community as customers.

• Look for ways to create “reach and frequency” in how you communicate the goals of your volunteer program to these customers.

• Show what you do, and what they can do to help you achieve your mission.

• Use the Internet. Engage the TALENT of your volunteers.
Use your technology: 
Blogs, YouTube, Social Networks

Small organizations now have technology that enables them to tell their story in innovative ways, reaching people who can be volunteers, and donors. Organizations that teach youth to use this technology as leaders and advocates, are teaching problem solving and communications skills that youth can use the rest of their lives.

• Do You Blog? 
  At http://tutormentor.blogspot.com and http://cabrini.blogspot.com you can see how we use blogs to tell our story in innovative ways.

• Do you use YouTube? Here are links to videos we have put on line:
  - http://www.tutormentorexchange.net/video

• Facebook, Linked In, Twitter – many more places to create an identity and connect with volunteers, alumni, supporters, peers

Enlist Leaders to Help

Enlist leaders from business and faith communities who will create and lead a call-to-involvement. At [http://www.lawyerslendahand.org](http://www.lawyerslendahand.org) you can see how members of the law community in Chicago support multiple tutor/mentor programs in the city.

If business leaders and celebrities use their visibility, and communications tools (advertising, web sites, point of purchase) to point to all youth serving organizations in a city, this strategy will reach thousands of people in every business, social and faith sector many times each day with a variety of messages that encourage people to be volunteers, leaders, donors and business partners of tutor/mentor programs located in Chicago and other cities.

If a business only points to one or two programs supported by their CEO, or their foundation, they miss an important leadership opportunity, and most programs will continue to struggle to find volunteers and donors.

*Build a WE strategy. Make this part of your own strategy and help increase visibility for all tutor/mentor programs.*
Teach donors, political and faith leaders to take this role in their own communications.

This city needs leaders in every sector who take this role, not one or two high profile people.

Use personal and organizational leadership, web site and communications to connect members of your network to T/M programs in all parts of Chicago on a consistent, on-going basis, using Internet directories such as [www.tutormentorconnection.org](http://www.tutormentorconnection.org) as resource for finding programs.
Immediate Impact
Growth of volunteers & $$ and corporate leaders involved

Use Quarterly Events that Repeat from Year to Year

With every action have a purpose. Every message is intended to draw needed resources to one or more tutor/mentor programs in Chicago. Teach others to communicate with a purpose.
Collective Action

Multiple Organizations Linked together can increase visibility and draw more volunteers and donors to each organization in the network. The organizations that host this strategy, act as intermediaries, and draw even more attention to their own efforts.

The T/MC hosts forums focused on Volunteer Recruitment, the Leadership Conferences, and similar collaboration. The T/MC web site also provides links to other forums, hosted by the National Mentoring Partnership, CTC Net, The National Mentoring Center, etc. Join in and be an active participant in these forums. You can learn and network with hundreds of people each day in just the few minutes you spend on line. You can never connect with this many people via traditional face to face meetings.
Connecting HUBS: A Blueprint

This illustrates how everyone concerned about youth development and education can be connected to each other, in an ongoing learning process.
Aggregate Knowledge – Expand Visibility

Tutor/Mentor Chicago Program Locator
http://www.tutormentorprogramlocator.net  the T/MC maintains an on-line database listing most of the organizations in the Chicago region that offer various forms of volunteer-based tutoring and/or mentoring. We also maintain web links to those programs which have web sites.

Any organization in the Chicago region can add their own program to the LINKS or Program Locator.

Duplicate this concept.
If you are an arts or technology program, you can duplicate this concept by building a web site with links to other arts, technology programs in your own community. You can also partner with the T/MC to create a version of the Program Locator for tutor/mentor programs in your community.

Adding Links to peers and research sites increases position on search engines. Search “tutor mentor” on Google and T/MC sites are on first page.
What Works For YOU?

Participate in Networking Conferences – share your story
http://www.tutormentorconference.org  . The May and November
conference held each year since 1994 will be hosted by
Tutor/Mentor Institute

Join Networking Forum and Share ideas –
* http://tutormentorconnection.ning.com
* Linked IN Groups
* Facebook groups

Share what works as part of building visibility for your volunteer-
based organization.
Get informed. Get involved.

Visit the following web sites to learn more about tutoring, mentoring and the Tutor/Mentor Connection.

www.tutormentorconnection.org
www.tutormentorexchange.net
http://tutormentorconnection.ning.com
http://www.tutormentorconference.org

Sign up for email news:

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