

Pro Tips for Recruitment

Reach out early.

Email your connections and potential connections early in the process. Don't wait until the last minute. This will cause undue stress and result in fewer applications.

Visit companies and organizations.

Something we've found successful is to take the time to pitch your event in person to organizations or companies that you want involved. This might mean you prepare a brief presentation to give to the whole company or it could just be coffee with an individual who can share the applications. Either way, this is a great method of getting many talented or in-need eyes on those applications at once.

Keep an eye out for what types of makers and nonprofit projects are rolling in.

One common mistake is to simply look at the number of applicants and wait until the end to see if they are a match. If you keep an eye on the skills of the makers coming in and how they might match up to the nonprofit projects, then you will be able to adjust your recruitment efforts. For example, if you are receiving many applications for branding, but don't have enough branding experts, you will want to refocus your time on finding the right professionals to fill that need.

There is a rush at the end.

This is hard to keep in mind if you're staring at applications and wondering why someone who told you they would apply has not yet. Some people like to wait until the last minute, and it isn't uncommon to get an influx of applications at the end. That being said, don't wait until the end to recruit, but do enjoy those extra applicants.

Extend your deadline at the end.

Maybe you have enough makers for eight teams, but want to do more. It is not uncommon to extend applications by a week. This gives a few more folks time to apply. Our recommendation would be to build this extra week into your initial timeline, and to wait to announce the extension until the day after applications officially close the first time. This way you can get that final day influx of applicants twice.