

## MENTOR RECRUITMENT PLAN

*(Note: The recruitment plan has been condensed from the original due to space considerations.)*

### First Quarter

**Team Match Goal:** 135

**Team Recruitment Goal(s):** 250 volunteers, especially important because school year is ending

#### **Action Steps:**

- Team will complete 10–15 recruitment presentations per month;
- Recruitment via e-mail or newsletter to all major partners currently involved in the school-based program;
- Newsletter articles in 15–20 neighborhood newspapers;
- Follow up with faith-based communities in East St. Paul;
- Identify recruitment sources in the Lino Lakes and Spring Lake Park communities;
- Investigate possibility of having a presence at St. Paul Winter Carnival;
- Follow up with colleges and universities as new semester begins; and
- Recruit at senior housing complexes in South Minneapolis for Wenonah School.

<b>Event</b>	<b>Month/Date</b>	<b>Person Responsible</b>	<b>Budget</b>	<b>Tools (if needed)</b>
Bank Presentation	January 13	SB Director Recruiter	–	Brochures Program overviews
Community College	January 23	St. Paul MC	–	Brochures Sign-up sheets
Dept. Human Services	January 28	St. Paul MC	–	Video PowerPoint presentation Sign-up sheets Banner
Law Firm	January	Mpls. MC	–	School-based info sheets Sign-up sheets Video
Senior Place —downtown	January	Mpls. MC	–	Video Info sheets Sign-up sheets

### Second Quarter

**Team Match Goal:** 95

**Team Recruitment Goal(s):** 200 volunteers. School-based matching will end in May. Focus on recruiting and enrollment June–August.

**Action Steps:**

- Identify summer festivals near schools in May and register for events;
- Identify police precincts and fire departments near schools and establish contact and drop-off information;
- Send thank-you letters, evaluation summaries and recruitment CDs to major partners in program;
- Complete 10–15 recruitment presentations in June;
- Establish recruitment committee specific to school-based mentoring consisting of staff and volunteers;
- Recruit and enroll high school mentors before the end of the school year at Spring Lake Park, Breck, IDDS, and Johnson High School; and
- Increase involvement of businesses in Bloomington.

<b>Event</b>	<b>Month/Date</b>	<b>Person Responsible</b>	<b>Budget</b>	<b>Tools (if needed)</b>
Cinco de Mayo	May 2–3	City and SB Teams	Registration?	Display Sign-up sheets Pencils
Phillips Family Festival	June	South Mpls. MC's	–	Display Sign-up sheets Pencils
Juneteenth	Mid-June	City Team and SB Team	Registration?	Display (culturally specific) Sign-up sheets Pencils
Longfellow Street Fair	June	City and SB Teams	Registration?	Display Sign-up sheets Pencils

**Third Quarter****Team Match Goal:** 75**Team Recruitment Goal (s):** 250**Action Steps/Notes:**

- During July and August Mentoring Coordinator's (MC) primary responsibility will be recruitment and enrollment;
- Each MC will build their In-Process and Ready volunteers to 50;
- MCs will investigate possibility of recruiting National Night Out Events in the vicinity of school sites;
- Ask each current School Based Big to refer at least one other individual; use incentives to entice participation;
- Complete presentations at identified volunteer-rich sources;
- MCs will complete 15–20 recruitment presentations during the quarter; lists will be compiled at the beginning of the quarter;

- College student recruitment begins in September; when a college student signs up an interview will be scheduled within three days;
- School Based Mentoring Recruitment Ads will be published in 15–20 neighborhood newspapers; a list will be compiled at the beginning of the quarter; and
- Continue to build relationship with corporations in south Minneapolis.

<b>Event</b>	<b>Month/Date</b>	<b>Person Responsible</b>	<b>Budget</b>	<b>Tools (if needed)</b>
La Oportunidad Latino Resource Fair	July/August	Minneapolis MC's	–	Culturally specific display, bilingual materials Sign-up sheets Pencils
Basilica Block Party	July	North Minneapolis MC	Registration	Table Display Sign-up sheets

### **Fourth Quarter**

**Team Match Goal:** 285

**Team Recruitment Goal(s):** 125

#### **Action Steps:**

- Continue newsletter articles;
- Send e-mails to corporations, businesses and other organizations that have a high number of volunteers currently involved in SBM;
- Invite potential volunteers to kick-off parties;
- Attend PTA meetings; and
- Involve SB Volunteers in the United Way Speakers Bureau.

<b>Event</b>	<b>Month/Date</b>	<b>Person Responsible</b>	<b>Budget</b>	<b>Tools (if needed)</b>
Hmong New Year Celebration	November	St. Paul MC	Registration?	Culturally specific display Sign-up sheets Pencils
Capitol City New Year	December	City and SB Teams	Registration?	Display Sign-up sheets Pencils