Volunteer Recruitment Kit 2018

Dear Heart Volunteers and Team Members,

Heart is now recruiting volunteers for the 2018/19 school year! We need your help in finding volunteers to spend 30 minutes or one hour per week tutoring an elementary student who is below grade level in math.

List of Ways to Support Recruitment Efforts

1. Sign up to tutor next year at [www.hearttutoring.org/become-a-volunteer/](http://www.hearttutoring.org/become-a-volunteer/).
2. Talk about your experience with Heart with others.
3. Recruit a friend, family member or colleague to tutor.
4. Hang flyers at your place of work, place of worship, or civic meeting space. Email [volunteer@hearttutoring.org](mailto:volunteer@hearttutoring.org) for hard copies or download the flyer at the bottom of [www.hearttutoring.org/become-a-volunteer](http://www.hearttutoring.org/become-a-volunteer).
5. Send volunteer recruitment ideas (individuals, organizations) or funding ideas to Heart Staff, Executive Director Emily Elliott, [eelliott@hearttutoring.org](mailto:eelliott@hearttutoring.org), or Community Relations Manager Alexis Small, [alexis.small@hearttutoring.org](mailto:alexis.small@hearttutoring.org).
6. Publicize Heart among your businesses, faith communities, clubs, and networks (see templates below).
7. Invite Heart to make a presentation / Attend Heart’s presentation pitches and share a personal testimony.
8. Promote Heart on Social Media:
   1. Like or share Heart’s social media posts.
   2. Add Heart as a volunteer activity on your Linked In profile: Click “Edit Profile,” “Add Section,” and select “Volunteer Experience.” When you type “Heart Math Tutoring,” LinkedIn will find our Company Page.
   3. Use our hashtags - #YourAdditionMakesADifference and #VolunteerWithHeart
9. Share Heart information:
   1. Give out your Volunteer Tutor Card. Didn’t get one at the Tutor Party? Email [volunteer@hearttutoring.org](mailto:volunteer@hearttutoring.org) and we will mail you some!
   2. Share the example game at [www.hearttutoring.org/example-game-2/](http://www.hearttutoring.org/example-game-2/).
10. Make a donation at [www.hearttutoring.org/donate/](http://www.hearttutoring.org/donate/) or mail it to PO Box 30623 Charlotte NC 28230.

See templates on the pages that follow.

**Thank you for helping to ensure that all students build the strong foundation in math and enthusiasm for academics needed for long-term success!**

With Gratitude,

The Heart Team

Friend/Colleague Email Template

Hi [Name],

I hope you are doing well! I am a volunteer with Heart Math Tutoring, a non-profit that recruits volunteers to serve as math tutors for elementary school students in schools across Charlotte. We are currently recruiting volunteer tutors for the 2018/19 school year.

[Explain why you’re emailing, if there’s a reason, e.g. I know you have a passion for education, and this is a great way to make a big difference in a child’s life with a small amount of time.]

Volunteers commit 1 hour or 30 minutes per week starting in late September (often before work or during lunch). Heart provides an easy-to-follow curriculum with hands-on activities and games, and a staff person is on-site to make sure things run smoothly. To date, 98% of students tutored have met program growth goals, and 98% of surveyed volunteers would recommend Heart to a friend.

[Give personal details about your own experience, e.g. I volunteer on Tuesdays from 7:45-8:45 at Pinewood Elementary, and the process is very easy. I work with a 3rd grade boy who is precious!]

If you have 30 minutes or 1 hour to share once a week then I highly encourage you to choose your location and time at [www.hearttutoring.org/become-a-volunteer/](http://www.hearttutoring.org/become-a-volunteer/) or reach out to Alexis Small, Community Relations Manager at [volunteer@hearttutoring.org](mailto:volunteer@hearttutoring.org) with any questions.

Many thanks,

[Name]

Partner Organization Email Template

Hi [Name],

I hope you are well! I am a volunteer with Heart Math Tutoring, a non-profit that recruits and supports volunteers to serve as math tutors for elementary school students in schools across Charlotte. We are currently looking for volunteers for the 2018/19 school year.

[Explain why you’re emailing, if there’s a reason, e.g. I know your organization values volunteerism and community involvement, or I know your office is close to Piney Grove Elementary, etc.]

Volunteers commit 1 hour or 30 minutes per week starting in late September (often before work or during lunch). Heart provides a proven curriculum with fun hands-on games, as well as training and support from an on-site coordinator. To date, 98% of students tutored have met program growth goals and 98% of surveyed volunteers would recommend Heart to a friend. Volunteers choose their location and time and work one-on-one with a student who needs help in math. Times and locations are listed at [www.hearttutoring.org/volunteers/become-a-volunteer/](http://www.hearttutoring.org/volunteers/become-a-volunteer/). There are also opportunities for collaboration and teamwork within [your organization], as tutors are encouraged to sign up with a partner.

I would be delighted to speak with someone further about how we might work with [your group] should this be of interest to [your employees/members, etc.]. Please reach out to me at [email address], or let me know if I can introduce you to Alexis Small, Community Relations Manager at [volunteer@hearttutoring.org](mailto:volunteer@hearttutoring.org).

Best Regards,

[Name]

Newsletter Blurb

Charlotte's high-poverty schools and students need the community's help. Many of Charlotte’s elementary school students are performing below grade level in math and volunteering with Heart Math Tutoring is a fun, effective way to make a difference in only 30 minutes or 1 hour per week.  With the support of an on-site coordinator, volunteers use an easy-to-follow, proven curriculum featuring hands-on activities and games. Tutors work one-on-one with a student who is below grade level in elementary math. 98% of students tutored to date have met program growth goals, and 98% of surveyed volunteers would recommend Heart to others. Choose your location and time at [www.hearttutoring.org/become-a-volunteer/](http://www.hearttutoring.org/become-a-volunteer/).

Media Pitch Template

Hi [Name],

I hope you are well! I am a volunteer with Heart Math Tutoring, a non-profit that recruits and supports volunteers to serve as math tutors for elementary school students in schools across Charlotte. We are currently recruiting volunteer tutors for the 2018/19 school year to serve 1,100 Charlotte students.

[Explain why you’re emailing, if there’s a reason, e.g. I know that your show/magazine/blog has so much exposure, and I think this is something that your viewers/readers/subscribers would be interested in.]

Volunteers commit 1 hour or 30 minutes per week starting in late September (often before work or during lunch). Heart provides a proven curriculum with fun hands-on games, as well as training and support from an on-site coordinator. To date, 98% of students tutored have met program growth goals and 98% of surveyed volunteers would recommend Heart to a friend. Volunteers choose their location and time and work one-on-one with a student who needs help in math. There were over 980 weekly volunteers in Charlotte for the 2017/18 school year, and Heart is working to find tutors for 1,100 students in the 2018/19 school year. See more information and FAQs at [www.hearttutoring.org](http://www.hearttutoring.org).

I would be delighted to speak with someone further about how we might collaborate to get the word out about Heart should this be of interest to [your viewers/readers/subscribers]. Please reach out to me at [email address], or contact Alexis Small, Community Relations Manager at [volunteer@hearttutoring.org](mailto:volunteer@hearttutoring.org).

Best Regards,

[Name]

Download this document at <http://hearttutoring.org/volunteer-recruitment-tools/>