



Volunteer Recruitment Kit 2022/23

Dear Volunteers and Team Members,

Heart Math Tutoring (“HMT or Heart”) needs more than 1,400 volunteers to support students in 26 schools during the 2022/23 school year! Please help us find volunteers to work with elementary students in building math skills and confidence, using some of the methods below.

As a reminder, Heart Math Tutoring provides tutor training, easy-to-follow lesson plans, and program support to volunteers. The majority of tutoring will take place in-person at elementary schools across Charlotte, North Carolina, while tutoring at select school sites will be fully virtual. Volunteers commit to tutoring for 30 minutes or one hour per week. New tutors for the 2022/23 school year are accepted through spring 2023.

List of Ways to Support Recruitment Efforts

1. Sign up to tutor next year at www.heartmathtutoring.org/become-a-volunteer/.
2. Talk about your HMT experience with others.
3. Recruit a friend, family member or colleague to tutor.
4. Share flyers through emails to colleagues, neighbors (e.g., neighborhood association email blast), those you fellowship with at your respective places of worship, or civic groups. Email volunteer@heartmathtutoring.org for unique email templates or printable flyers.
5. Send volunteer recruitment ideas (individuals, organizations) or funding ideas to HMT staff at volunteer@heartmathtutoring.org.
6. Invite HMT to make a 5 – 20-minute virtual or in-person presentation to your workplace, place of worship, or community organizations.
7. Follow and promote Heart Math Tutoring on social media. Use hashtags - #YourAdditionCanMakeADifference and #VolunteerWithHeart
8. Add Heart Math Tutoring as a volunteer activity on your LinkedIn profile: Click “Edit Profile,” “Add Section,” and select “Volunteering Experience.” When you type “Heart Math Tutoring,” LinkedIn will find our Company Page.
9. Share information from our website, like the latest Annual Report here: <https://heartmathtutoring.org/2021-annual-report/>
10. Share the example tutoring games found here: <https://heartmathtutoring.org/families/>

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 Math Tutoring 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 tutors for elementary school students across Charlotte. We are currently recruiting volunteer tutors for the 2022/23 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 have the option to work with students either virtually or in-person each week starting in fall 2022. Heart Math Tutoring provides an easy-to-follow curriculum with interactive activities and games, and a Program Coordinator to support students and tutors.

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

If you have an hour to share each week then I highly encourage you to sign-up here:

www.heartmathtutoring.org/become-a-volunteer/ or reach out to volunteer@heartmathtutoring.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 across Charlotte. We are currently looking for volunteers for the 2022/23 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 you have been looking for ways to support the community, or I know you have been looking for ways to continue supporting students at [School Name] etc.]

Volunteers work with students for 30 minutes or one hour each week. Heart provides a proven curriculum with fun interactive games, as well as training and support from a Program Coordinator. Heart plans for the majority of tutoring to take place in-person at elementary schools across Charlotte, North Carolina, while tutoring at select school sites will be fully virtual. New tutors for the 2022/23 school year are accepted through spring 2023. Sign-up here to be paired with a student www.heartmathtutoring.org/become-a-volunteer/.

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 someone on Heart Math Tutoring's team.

Best Regards,
[Name]

Newsletter Blurb

Students in Charlotte-Mecklenburg Schools (CMS) need the community's help. Many of Charlotte's elementary school students are performing below grade level in math and individualized support is needed now more than ever. Volunteering with Heart Math Tutoring is a fun, effective way to make a difference by working one-on-one with students each week. With the support of a Program Coordinator, volunteers use an easy-to-follow, proven curriculum featuring interactive activities and games. Volunteers commit to tutoring for 30 minutes or one hour per week, either in-person or virtually. New tutors for the 2022/23 school year are accepted through spring 2023. Sign up today at www.heartmathtutoring.org/become-a-volunteer/.

Text Message Template

Hi! Heart Math Tutoring in Charlotte is looking for volunteers for the 2022/23 school year. This is an incredible experience that directly impacts the life of an elementary student with just 1 hour/week. [Give personal details about your own experience, e.g. I volunteer on Tuesdays from 7:45-8:45 for Montclair Elementary, and the process is very easy. I work with a 3rd grade boy who is precious!] Learn more and sign up today at www.heartmathtutoring.org/become-a-volunteer/.

Media Pitch Template

Hi [Name],

I hope you are well! I am a volunteer with Heart Math Tutoring (www.heartmathtutoring.org), a non-profit that recruits and supports volunteers to serve as math tutors for elementary school students across Charlotte. After several challenging years for students, individualized support is needed now more than ever. We are currently recruiting 1,400 volunteer tutors for the 2022/23 school year to serve 1,300 Charlotte students.

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

Heart Math Tutoring provides training, easy-to-follow lesson plans, and program support to volunteers. The majority of tutoring will take place in-person at elementary schools across Charlotte, North Carolina, while tutoring at select school sites will be fully virtual. Volunteers commit to tutoring for 30 minutes or one hour per week. New tutors for the 2022/23 school year are accepted through spring 2023.

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 Heart Math Tutoring at volunteer@heartmathtutoring.org.

Best Regards,
[Name]

Download this document at <https://heartmathtutoring.org/volunteers/current-volunteers/>