

# Recruiting Men to Mentor

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MRC Training

Presenter: Juergen Kneifel  
jkneifel@comcast.net

425-741-2470

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## Session Goals

- Planning for Success: it starts with a plan!
- Identify specific needs and evaluate resources
- Explore various male recruitment venues
- Recruit the recruiters; it's a sales mentality
- Understand market drivers for targeting gender

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## Recruitment Plan: Your Map

- Contains activities and objectives
- Establishes key strategies and targeted campaigns (demographic includes age, geography, gender, etc.)
- Assigns responsibility to participants
- Provides feedback and assessment tools
- Accounts for a clear Timeline

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## Market Realities

- ❑ Volunteerism traditionally seen as a feminine a role
- ❑ Men typically feel pressed for time
- ❑ They're concerned over right qualifications
- ❑ Worry about support
- ❑ Unsure where to begin
- ❑ Concern over accusation or misunderstanding
- ❑ Volunteerism is on the rise in U.S.—even among men!
- ❑ Baby Boomers are discovering the personal rewards of involvement
- ❑ \$272 Billion in 2003 (Independent Sector)
- ❑ 97% of Americans (including men!) surveyed felt volunteerism is **very** or **somewhat** important (United Way of America)

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## Assessment: A Numbers Game

- ❑ How many boys are you trying to match?
- ❑ Which schools/programs specifically?
- ❑ Which men are currently volunteering?
- ❑ Are there men in the community to ASK?
- ❑ Mayor, Pastor, Manager, Executive, etc.
- ❑ What do the men see when they join our program? Other men? Many women?
- ❑ Men like to participate if other men are involved!

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## Personal First Hand Story



- ❑ Use gender photos
- ❑ Share stories of success
- ❑ Reinforce the program's record of support
- ❑ Positive outcomes
- ❑ Focus on Friendship

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## Share Positive Outcomes



- Adebayo with his teacher, Mr. Coture
- Adebayo wins Cougar of the month
- Celebrates by having lunch w/ principal
- Remind men of their mentors
- ASK for their help!

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## Identify Venues with Men

- Find the appropriate TURF!
- Appeal to target demographic with message
- Unique Selling Proposition will be clear to the prospect
- Make it sound like fun—not work!
- Share the “magic” of looking up and being noticed
- Reassure prospects that they’re not alone
- Ask them to Consider their involvement
- ALWAYS get the contact information for future call

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## Recruit to Recruit

- You may need a 2-step process
- Task Force/Advisory Committee Approach
- Intake Process should include Men (Staff)
- Self-assessment (Sales vs. Social Services)
- Competencies within Community
- Empower leaders to become engaged
- Use media and network to reinforce message
- Keep generating names & contact information

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## Men are Motivated By...

- Action (doing versus talking)
- Making a Difference (no wasting time!)
- Feeling appreciated (did you notice?)
- Efficiency (being direct with appeal)
- Teamwork (several guys working with several students)
- Help with "Ideas" to make match interesting
- Things that "make sense"

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## Tips for Successful Recruitment

- Use Men to recruit Men (where possible)
- Make personal appeals as follow up to mass appeals
- Provide a welcoming environment as you engage men
- DO NOT diminish the contributions of your female volunteers in the process
- Reinforce the benefits of a SAFE structure
- Find out where men are volunteering in your city
- Always ASK the prospect if they will help!

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## Helpful Websites

- [www.mentoring.org](http://www.mentoring.org)
- [www.idealists.org](http://www.idealists.org)
- [www.servenet.org](http://www.servenet.org)
- [www.volunteerrmatch.org](http://www.volunteerrmatch.org)
- [www.volunteersolutions.org](http://www.volunteersolutions.org)
- [www.unitedway.org](http://www.unitedway.org)

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