

# Recruitment in a Hispanic Community

Family Friendly  
Language Friendly

Beth Senger, BBBS of El Paso



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## Overview

- Organizational Preparedness
- Messaging and Marketing
- What's Worked For Us
- Implementation Facets



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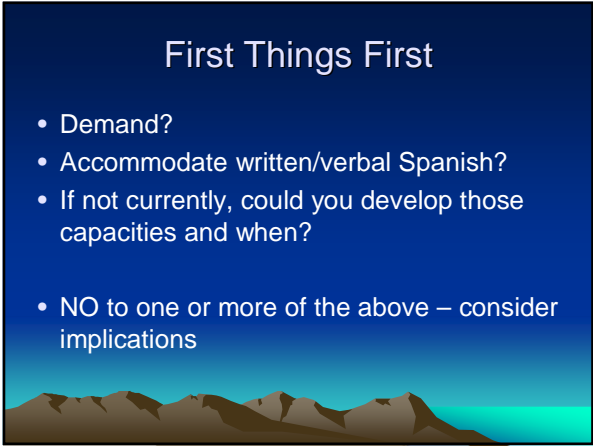
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## First Things First

- Demand?
- Accommodate written/verbal Spanish?
- If not currently, could you develop those capacities and when?
- NO to one or more of the above – consider implications



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## Developing Recruitment Messages

- Enlist the help of existing Hispanic volunteers
  - What made them volunteer with you?
- If this is a new focus, bring Hispanic members of the community together
  - Are your services appealing?
  - What messages will work?
  - What outreach venues will reach their population (which TV, radio stations, organizations, etc.)?
- Develop your message from their feedback

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## Marketing Strategies

- Which recruitment methods fit your capacity?
- What can you afford to do?
- Do you have any media ties to help with PSAs? Can you get on talk shows?
- Can you create marketing materials in-house? If no, how will you get them?

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## What's Worked for Us

- 85% Hispanic population
- Media partnership with local Spanish-language broadcasting station.
  - Live remotes
  - Talk shows in Spanish
  - Sell CDs and give proceeds to us
- All materials available in Spanish
- Spanish-speaking staff available

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## What's Worked – Embracing Family

- Family first -- sacred
- Services in their language of preference
- Family sensitive and friendly – values
- Movies and snacks for siblings of enrolling youth
- Families and siblings welcome at events (when affordable)

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## Mentor Recruitment Experiences

- Focus seems to be on relationship more than goals of mentoring
- Casual, warm approach rather than hard sell
- Spirituality often strong facet of motivation
- Uno mas
- Not unusual for adults of any age to still be living with parents, cousins, grandparents – anyone
- ESL/cultural/immigrant experience sharing as motivation to mentor

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## Family Engagement Experiences

- First meeting handshake – end of meeting hug
- Body language and distance closer
- Warm, warm, warm – hospitality. Ready to love and be loved
- Know/decide your policy regarding legal status
- Be sensitive to families' concerns regarding legal status
- Be sensitive to generational concerns as assimilation takes forms not appreciated by elders
- Respect to elders very important
- Normal to have other adults involved with kids (extended family, comadre/compadre)

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## Match Facets Experienced

- Parent may want to participate in first outing (or more)
- Likelihood that, especially in community-based mentoring, mentors may informally include other siblings and/or parents/kids may pressure for inclusion
- Mentors' families expect involvement
- Mentors may expect/desire to communicate and interact with family members perhaps more than others
- Explore what other caregivers are active in child's life and secure introduction/buy-in

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*Recruiting and Supporting Latino Volunteers*  
[http://oregon.4h.oregonstate.edu/oregonoutreach/volunteer\\_dev/recruiting\\_1.html](http://oregon.4h.oregonstate.edu/oregonoutreach/volunteer_dev/recruiting_1.html)

- This resource aligns very well with our experiences in El Paso with the Hispanic population.
- Read it and build recruitment messages that reflect this insight – messages about family, helping being part of the culture, and other culturally relevant and meaningful messages.
- Note “volunteer” is not a normative part of cultural experience for many Hispanics

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