

# Revitalising Recruitment



# Be a Mentor

<http://www.youtube.com/watch?v=bFIFvXQ4Cfo&feature=youtu.be>



# 1. The Pitch

# 2. Materials

# 3. Methods



“Tell me about your program...”

“What exactly do you do???”

“I'm curious about mentoring,  
but what is it?”



# The Pitch needs to include:

1. Focus – who & what
2. Mode – type of program
3. Setting – where / location
4. Duration – how long
5. Frequency – how often



# Activity

**Write down your program's  
Focus, Mode, Setting, Duration and Frequency  
on the cards in front of you**

# The Elevator Pitch

Can you recruit a  
volunteer in the time  
it takes to get from  
Level 27 to the  
ground floor???



# The BBQ Test

Can you recruit a  
volunteer and cook  
a snagga at the  
same time???



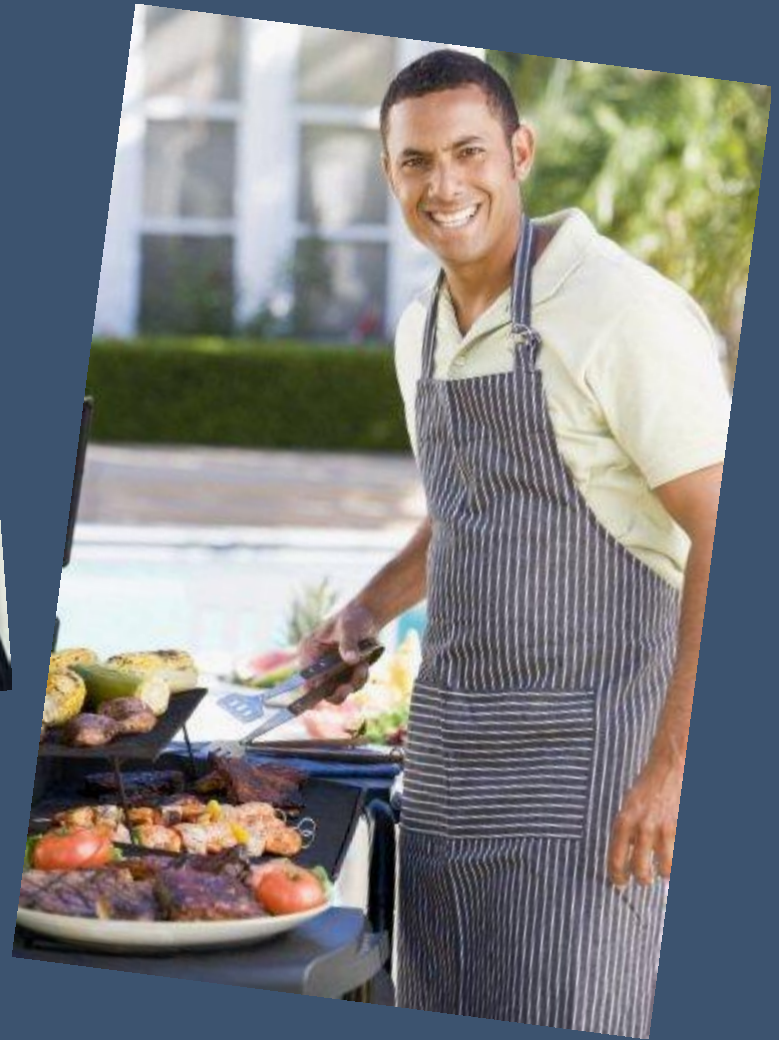


# Activity

Practice your pitch in pairs. Look for:

- ✓ Focus
- ✓ Mode
- ✓ Setting
- ✓ Duration
- ✓ Frequency

# Pitcharamama



# Essential Marketing Collateral:

- Your Pitch
- Brochure / Posters
- Web presence
- Volunteer Position Description
- Application Form or EOI



# Recruitment Plan – Initial Tasks:

- Decide on **how many** volunteers
- Calculate **when** you need them by
- **Define** your target market
- **Study** your target market
- Check your **budget** and resources
- **Tailor** your recruitment initiatives



# Activity

In groups, discuss a range of recruitment strategies, both conventional and unconventional.

Create a buzz around your program...  
**enthusiasm** is contagious!

<http://www.youtube.com/watch?v=zkxeXqgegMM&feature=youtu.be>





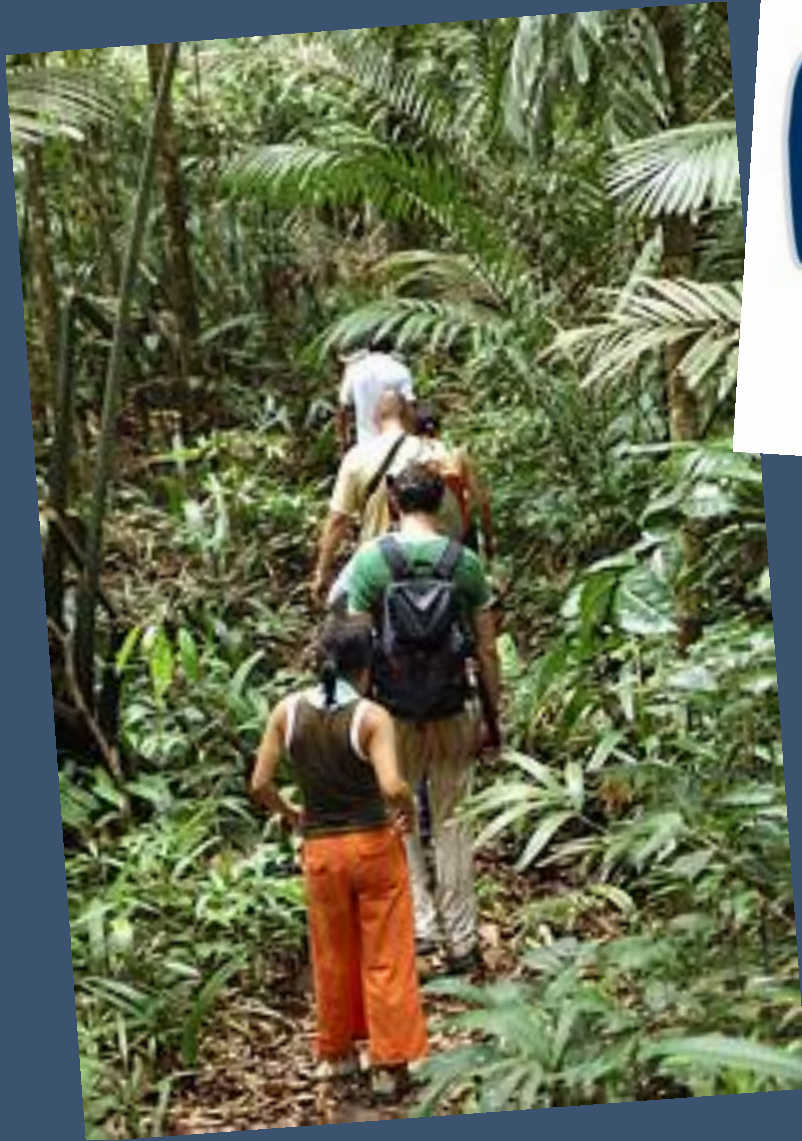


Volunteer Recruitment Officer Volunteer  
or  
Recruitment Working Group





University  
Prac Placements  
or  
TAFE students



The bigger the investment  
the bigger the return

**L2P**  
**LEARNER**  
**DRIVER**  
**MENTOR**  
**PROGRAM**

What sets you apart?





Who are you appealing to?





Learn more about us

Get involved with AIME

News and Cool Stuff

Questions? Read the FAQs!



## AIME TV

We experience some pretty amazing moments at AIME. Each month, we capture these moments in an episode of AIME TV. It's just a preview of the Indigenous success we see everyday.

Watch 'AIME TV'

Aus Story

NHD 2012

AIME TV

This Year...

AIME Film

Want more AIME Videos? Click for our YouTube Channel

"Berry Street and Whitelion are committed to working together to achieve positive outcomes for young people in Gippsland by promoting, facilitating and supporting Mentoring".

The Leaving Care Mentoring Program, (LCMP), aims to match young people leaving the Out-of-Home-Care system with a Mentor from within their own community prior to their move to independent living in order to reduce isolation and loneliness and assist them to connect with their community.

#### The LCMP Targets

- 15-18 year olds who are preparing to leave residential or home based care
- At risk of becoming homeless
- At risk of disconnecting from the wider community
- Vulnerable to 'dropping out' of education or training, or
- pregnant/parenting teens who have limited or no formal support outside the care system



Watch a video that talks about the positive benefits of becoming a Mentor.



#### How do I view the video?

First, you need a smart-phone or tablet equipped with a camera.

Search for, and download, a free 'QR Code Reader' App from your relevant App store, and scan the image.



Whitelion acknowledges the support of the Victorian State Government for the Whitelion Leaving Care Mentoring Program.



# Leaving Care Mentoring Program



Information for Potential Mentors