



Volunteer Recruitment Kit 2019

Dear Volunteers and Team Members,

Heart Math Tutoring (“Heart Tutoring”) will need ~700 new volunteers for the 2019/20 school year! Please help find volunteers to work with elementary students in building math skills and confidence, using some of the methods below.

As a reminder, Heart Tutoring provides training, volunteer-friendly lesson plans, and on-site support to volunteers, as well as a partner tutor (or sign up with a friend). Volunteers commit 30 minutes or one hour per week at a location of their choice. Tutoring begins in September 2019.

List of Ways to Support Recruitment Efforts

1. Sign up to tutor next year at www.hearttutoring.org/become-a-volunteer/.
2. Talk about your experience with Heart Tutoring 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 for hard copies or download the flyer at the bottom of www.hearttutoring.org/become-a-volunteer/.
5. Send volunteer recruitment ideas (individuals, organizations) or funding ideas to Heart Tutoring staff at volunteer@hearttutoring.org.
6. Publicize Heart Tutoring among your businesses, faith communities, and networks (templates below).
7. Invite Heart Tutoring to make a 5 – 20 minute presentation to a group.
8. Attend Heart Tutoring’s presentation pitches and share a personal testimony.
9. Follow and promote Heart Tutoring on Social Media. Use hashtags - #YourAdditionMakesADifference and #VolunteerWithHeart
10. Add Heart Tutoring as a volunteer activity on your LinkedIn profile: Click “Edit Profile,” “Add Section,” and select “Volunteer Experience.” When you type “Heart Math Tutoring,” LinkedIn will find our Company Page.
11. Give out your Volunteer Tutor Card. Didn’t get one at the Tutor Party? Email volunteer@hearttutoring.org and we will mail you some!
12. Share information from our website, like the latest Annual Report or the example tutoring game found here www.hearttutoring.org/example-game-2/.

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 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 in schools across Charlotte. We are currently recruiting volunteer tutors for the 2019/20 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 Allenbrook 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/ or reach out to 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 2019/20 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/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 someone on Heart Tutoring's team.

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/.

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 1,100 weekly volunteers in Charlotte for the 2018/19 school year, and Heart is working to find tutors for over 1,000 students in the 2019/20 school year. See more information and FAQs at 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 Heart Tutoring at volunteer@hearttutoring.org.

Best Regards,
[Name]

Download this document at www.hearttutoring.org/become-a-volunteer/