



Volunteer Recruitment Kit 2020

Dear Volunteers and Team Members,

Heart Math Tutoring (“Heart Tutoring”) needs new volunteers for the 2020/21 school year! With students learning from home this fall, individualized support is needed more than ever. Please help find volunteers to work virtually 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 program support to volunteers, as well as an observer tutor. Tutors will be working in teams of two during each 30-minute tutoring session, as the best option for keeping all parties safe; and you may experience the added convenience of tutoring from your own home or office. Volunteers commit 30 minutes or one hour per week (two students). New tutors for the 2020/21 school year are accepted through spring 2021.

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 Heart Tutoring experience with others.
3. Recruit a friend, family member or colleague to tutor.
4. Share flyers through emails to colleagues, neighbors (neighborhood association email blast), those you fellowship with at your respective places of worship, or civic groups. Email volunteer@hearttutoring.org for unique email templates] 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. Invite Heart Tutoring to make a 5 – 20-minute virtual presentation to a group.
7. Attend Heart Tutoring’s virtual Zoom information sessions and share a personal testimony.
8. Follow and promote Heart Tutoring on Social Media. Use hashtags - #YourAdditionCanMakeADifference and #VolunteerWithHeart
9. 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.
10. Share information from our website, like the latest Annual Report or the example tutoring game found here: <https://hearttutoring.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 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 virtual tutors for elementary school students across Charlotte. We are currently recruiting volunteer tutors for the 2020/21 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 work with students virtually each week starting in October. Heart Tutoring provides an easy-to-follow curriculum with interactive activities and games, and a Program Coordinator to support students and tutors. 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 for 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 sign-up here: 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 virtual math tutors for elementary school students across Charlotte. We are currently looking for volunteers for the 2020/21 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, etc.]

Volunteers work with students virtually each week starting in October. Heart provides a proven curriculum with fun interactive games, as well as training and support from a program coordinator. To date, 98% of students tutored have met program growth goals and 98% of surveyed volunteers would recommend Heart to a friend. will work in teams of two with another volunteer to support a student who needs help in math. Sign-up here to be paired with a student www.hearttutoring.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 Tutoring's team.

Best Regards,
[Name]

Newsletter Blurb

Charlotte-Mecklenburg (CMS) schools and students need the community's help. Many of Charlotte's elementary school students are performing below grade level in math, and with students learning from home this fall, individualized support is needed more than ever. Volunteering with Heart Math Tutoring is a fun, effective way to make a difference by working virtually with students each week. With the support of a Program Coordinator, volunteers use an easy-to-follow, proven curriculum featuring interactive activities and games. Tutors will work in teams to tutor students who are 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. Sign up today 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 virtual math tutors for elementary school students across Charlotte. We are currently recruiting volunteer tutors for the 2020/21 school year to serve 1,000 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 work virtually with elementary students each week, starting in October. Heart provides a proven curriculum with fun interactive 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 in teams to tutor a student who needs help in math. There were over 1,000 weekly volunteers in Charlotte for the 2019/20 school year, and Heart is working to find tutors for over 1,000 students in the 2020/21 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]. With students learning from home this fall, individualized support is needed more than ever. 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/