



Volunteer Recruitment Kit 2021/22

Dear Volunteers and Team Members,

Heart Math Tutoring (“Heart Tutoring”) needs ~1,000 volunteers for the 2021/22 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 program support to volunteers. There are some uncertainties with what the upcoming school year will look like in response to COVID-19. However, we hope the majority of tutoring will take place in-person at elementary schools across Charlotte, North Carolina, while tutoring at select school sites will be fully virtual. Volunteers commit to tutoring for 30 minutes or one hour per week. New tutors for the 2021/22 school year are accepted through spring 2022.

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 (e.g., 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.
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 your workplace, place of worship, or community organizations.
7. Follow and promote Heart Tutoring on Social Media. Use hashtags - #YourAdditionCanMakeADifference and #VolunteerWithHeart
8. 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.
9. Share information from our website, like the latest Annual Report here: <https://hearttutoring.org/2020-annual-report/>
10. Share 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 tutors for elementary school students across Charlotte. We are currently recruiting volunteer tutors for the 2021/22 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 have the option to work with students either virtually or in-person each week starting in fall 2021. Heart Tutoring provides an easy-to-follow curriculum with interactive activities and games, and a Program Coordinator to support students and tutors.

[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 an hour to share each 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 2021/22 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 for 30 minutes or one hour each week. Heart provides a proven curriculum with fun interactive games, as well as training and support from a program coordinator. Heart Tutoring hopes the majority of tutoring will take place in-person at elementary schools across Charlotte, North Carolina, while tutoring at select school sites will be fully virtual. New tutors for the 2021/22 school year are accepted through spring 2022. 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 individualized support is needed more than ever. Volunteering with Heart Math Tutoring is a fun, effective way to make a difference by working with students each week. With the support of a Program Coordinator, volunteers use an easy-to-follow, proven curriculum featuring interactive activities and games. Heart Tutoring hopes the majority of tutoring will take place in-person at elementary schools across Charlotte, North Carolina, while tutoring at select school sites will be fully virtual. Volunteers commit to tutoring for 30 minutes or one hour per week. New tutors for the 2021/22 school year are accepted through spring 2022. Sign up today at www.hearttutoring.org/become-a-volunteer/.

Text Message Template

Hi! Heart Tutoring in Charlotte is looking for volunteers for the 21/22 school year. This is an incredible experience that directly impacts the life of an elementary student in just 1 hour/week. [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!]. Learn more and 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 2021/22 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.]

Heart Tutoring provides training, volunteer-friendly lesson plans, and program support to volunteers. There are some uncertainties with what the upcoming school year will look like in response to COVID-19. However, we hope the majority of tutoring will take place in-person at elementary schools across Charlotte, North Carolina, while tutoring at select school sites will be fully virtual. Volunteers commit to tutoring for 30 minutes or one hour per week. New tutors for the 2021/22 school year are accepted through spring 2022.

Heart Tutoring is looking for ~1,000 volunteers to serve students across Charlotte, both in-person and virtually, in the 2021/22 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]