

Ready to Recruit



The Voices for Children Recruitment Team recognizes that our staff and volunteers are some of our best ambassadors in the community, and as such we want to acknowledge their efforts to spread the word and help us recruit even more CASAs! Read on to learn more about our Ready to Recruit initiative, which we hope you'll find fun and **rewarding**! (Already know the drill? Consider the tips below.)

How does it work?

- For every Information Session attendee you refer, your name will be entered into a prize drawing, which will be held at the end of the fiscal year. Prizes include, but are not limited to VFC starfish keepsakes, gift cards to restaurants and other fun activities, and lunch out with CEO Sharon Lawrence! Grand prize and other prize details will be announced at a later date.
- In addition, for every three Information Session attendees you refer, you will receive a guaranteed prize of your choice, such as a gift card or an additional drawing entry.
- You will also receive recognition in the monthly CASA Courier.
- Other ways to earn additional drawing entries include hanging flyers in the community and helping the Recruitment Team to establish new business partnerships. Please keep Volunteer Recruitment Coordinator, Nikita Stange (nikitas@speakupnow.org), informed of these efforts.
- In most cases the Recruitment Team will know when referrals are made by staff and volunteers because applicants have the opportunity to reference you on their application. However, feel free to email Jaime McLendon at jaimem@speakupnow.org to report any referrals you make and/or to inquire about the tracking of your referrals.

Tips to Engage Others

What are your New Year resolutions?

This is a great conversation starter. What better way to start the new year than to give back and help others? Plant the seed, water it with gentle reminders, and watch it grow.

Honest is the best policy.

Share the positives of your experience as a CASA and the impact you make on children's lives, but don't exaggerate. Tell it like it is and people will respect your sincerity. "Keeping it real" bolsters trust and helps ensure a realistic expectation.

Give a gift that just might keep on giving.

Planning to make a donation to VFC before tax season? Consider making the donation as a holiday gift in a friend, colleague, or loved one's honor. We'll send them a note that will make their day and might just pique their interest in volunteering! Remember, we sell beautiful Starfish products too!

Keep business cards in your wallet.

This helps the other person remember you and your message. You never know who you're going to meet!

Add a signature to your personal email.

For example: *Join me in speaking up for foster youth! Visit www.speakupnow.org to learn more.*

Make it an outing.

Offer to accompany the person you're referring to an Information Session. You've been meaning to get a refresher anyway, right? :) Send them an invite with a link to upcoming sessions:

<https://www.speakupnow.org/information-sessions/>

Don't be afraid to ask twice.

Consider how much time has passed. Schedules change, circumstances change. Anything can change.

Think big picture.

Consider your online social networks, people you've met recently (at the gym, in the grocery store line, while walking your dog, etc.), and the friends of your friends. You probably have more connections than you realize!

Start with a compliment.

If you think someone would make a great CASA, tell them so! Explain the unique opportunity our CASA Program offers and help the people in your life understand that they are needed. For example: "I just wanted to tell you I was really impressed with how you handled that situation. You are obviously a problem solver and really good with kids. Have you ever thought about becoming a CASA?"

Remember, if nothing else ...

Ask the people in your life to learn more on our website (www.speakupnow.org) and to share the opportunity with at least one other person. Action begins with awareness!

Acknowledgements:

Special thanks to the following volunteers who made referrals in October and November to engage three new prospective volunteers. Each has received an entry into the prize drawing!

Kaitlyn Armstrong
Leanna Augustus
Mary Tran

If you have made a referral and do not see your name above and/or you have a new referral to report, please contact Jaime McLendon at jaimem@speakupnow.org. Have questions or ideas? Know someone who wants more information? Email the Voices for Children Recruitment Team at volunteer@speakupnow.org. We welcome your feedback!

Now, go out there and get some CASAs!

