



Using the My AmeriCorps Portal and Member Recruitment

A VISTA Supervisor Webinar

Please connect to the audio portion of our Webinar.

DIAL: 1-866-330-1200.

Enter pass code: 899 5060#.

Thanks for your patience as everyone logs on and dials in.

For accessibility purposes, this Webinar will be recorded.



Presenters:



Tina Dunphy

Ohio State Program Director

Sarah Brady

Ohio State Program Specialist



Presenters:



Ellen Winiarczyk
VISTA Supervisor Consultant



Erich Stiefvater
Education Northwest,
Webinar Guru



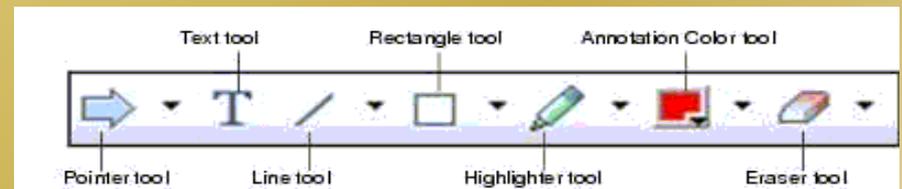
My AmeriCorps Portal & Recruitment: VISTA Supervisor Webinar

Phone Etiquette

- Avoid background noise during the presentation, ***kindly mute your phone.***
- **Mute** button, **Mic** button, or ***6**
- **Using hold** - Ensure your phone service does not play background music.

Webinar Tools

- **Ask questions** by: “Raising hand” or Sending chat to host
- **Annotation tools**





My AmeriCorps Portal & Recruitment: VISTA Supervisor Webinar

Today's Agenda

1. Welcome, WebEx tools
2. Webinar goals, Participant intros
3. My AmeriCorps portal – Brief overview
4. A VISTA's view of program listings
5. Recruitment: The message
6. Focused recruitment: Engaging messages
7. Creating a program listing
8. How to approve a member application



My AmeriCorps Portal & Recruitment: VISTA Supervisor Webinar

WEBINAR GOALS:

- Learn about the My AmeriCorps Portal
- See how online opportunities look to potential candidates
- Learn to engage prospects in accessing your VISTA positions
- Learn the VISTA application approval process
- Learn how to complete a V-81



Four Quick Things About E-Grants

1. My AmeriCorps Portal accessed through E-Grants
2. To access the Portal, you must have an E-Grants account (login/password)
3. To access VISTA candidate applications and perform management functions for your VISTA candidates/members must have the Recruitment & Member Management Roles.
4. All VISTA applications must be processed through the My AmeriCorps Portal



REAL Recruitment Messages

- Opengate Community Center is a high performing community-based organization that aims to strengthen families and to revitalize the neighborhood.
- Make a real difference in the housing market for people whose needs aren't being met. Learn the empowering approach, not the fear-based approach, and build the capacity of our nonprofit sector.



More REAL Recruitment Messages

- If you want to strengthen nonprofits ability to serve people living in poverty, join our team. As a VISTA you will assess and improve nonprofit volunteer management capacity and potential.
- Two energetic and dynamic VISTA's are wanted to mobilize and inspire our community to be civically engaged.



Key Components of Messages

- Appeal to the market – has a hook!
- Focuses on the needs and interests of the applicant
- Touches on the characteristics of the program
- Creates an emotional pull that....engages them to read further!



Recruitment Concepts

- Potential applicants are bombarded by media and constantly ‘filtering’ messages
- Applicants are quickly reading online and selecting and deselecting programs
- Create ‘boiler-plate’ language that can work in a variety of settings (e.g., online, flyers, brochure)
- Along with the “teaser” create a succinct & practical project description that is compelling



2-Line Teaser Creation

- Using a “Word Bank” select a word randomly...
- Brainstorm together words that relate to the selected word (word association)
- You will type your words into the whiteboard feature in WebEx
- Then we’ll create a “2-Line Teaser” to “hook” a potential applicant



Word Bank

- ▶ Lock
- ▶ Needle
- ▶ Robot
- ▶ Diamond
- ▶ Shovel
- ▶ Raft
- ▶ Pebble
- ▶ Ocean
- ▶ Knife
- ▶ Quilt
- ▶ Lake
- ▶ Mattress
- ▶ Pendulum
- ▶ Rudder
- ▶ Nail
- ▶ Junk



2-Line Teasers from 'DIAMOND'

- Discover Freeland's community gemstones and strengthen their financial fitness. Six adventuresome VISTA(s) to mine and re-build access to housing while polishing their assets and stabilizing their financial foundations.
- Freeland sparkles with asset potential! Raw community gems waiting for your polish to build strong housing, people and financial fitness.



Focused Recruitment

- Imagine a potential VISTA(s)?
 - Age/generation group
 - Head, hands, heart engagement
 - Service activity
 - Geography
- What message might 'hook' that target?
- A creative message has a stronger opportunity to engage that market
- Develop a practical list of marketing and targeted recruitment strategies



Discussion

Where to recruit?

Some Favorite Websites

- [Craigslist](#)
- [Idealist.org](#)
- [Volunteermatch.org](#)



Resources

Tina Dunphey tdunphey@cns.gov

Sarah Brady sbrady@cns.gov

OH CNCS State Office - 614-469-7474

Ellen Winiarczyk – ewiniarczyk@gmail.com

Denver, CO ----- 303-808-8062



THANK YOU!!!

Bienvenue

Gracias!

Mahalo

Domo Arrigato

Merci

¡Gracias!

Danke

We appreciate your questions & participation! Let us know if we can help!

