

4-H Tech Wizards Monthly Recruitment Worksheet

Month: March 2011				
Goal: Recruit 20 new mentors to be matched in group relationships (1:4) by December 31, 2011.				
Ideal Mentor Characteristics: Experience and/or knowledge in the areas of science, engineering, technology, or mathematics. Good communication, strong commitment, and patient.				
Target Audience: Detroit United Auto Workers union, Detroit Society of Engineers, Michigan State University alumni chapters, Public access radio and television stations				
Activity	Approach	Resources Needed	Person Responsible	Date Completed
Brochure/flyer placement	Post at local businesses, churches, community centers, schools, and universities	Update with new images; change contact information to reflect staff changes	Torie	
Monthly newsletter	Announce new program opportunity to current mentors and ask them to get involved by helping to recruit interested mentors	Ask program supervisor to write an article for newsletter	Torie	
Display tables	Wayne County Community College, Metro Detroit Volunteer Fair	Create new display board, purchase pens for giveaways, print updated brochures and new business cards	Torie	
Press release/PSA	Contact local newspaper with press release about the launch of 4-H Tech Wizards	Get quotes from key partners for use in press release, contact key staff for editing and distribution assistance	Ed	
Personal ask	Phone call to friend Dan S., who is a civil engineer. Email to Aunt Marie, who works at a website development firm.	N/A	Ed/Torie	
Organizational presentation	Contact UAW, Detroit Society of Engineers, MSU Alumni Chapters, and local media to confirm presentation times. Contact Metro Detroit Science Teachers Association and Alternative Fuel Technologies to arrange presentations.	N/A	Ed/Torie	
Update website	Ensure that website has correct contact information, update pictures/calendar	N/A	Ed	
Update online volunteer opportunity databases	Update postings on craigslist.org, volunteermatch.org, and idealist.org	N/A	Torie	
Local media	Radio Interview - WZZM	N/A	Ed	
Mentor ask	Contact Mr. Crawford and Ms. Smith to ask them if they will recruit amongst their friend and family base	Mentor-to-mentor recruitment cards	Torie	

