

Recruitment Tips and Resources

The Chapter One mission and the impact it has on young learners across the country can be life changing. We appreciate all you do as the volunteer coordinator for your organization to recruit volunteers to help early readers become successful readers.

Chapter One Volunteering

- Time efficient - only 30 minutes each week
- Flexible - volunteer from anywhere
- Simple - online platform guides each reading session
- Rewarding - makes a big impact

We encourage you to think creatively about how you use these resources to encourage support for the Chapter One Online Reading Volunteer program. Our recruitment team is always available should you need help with your recruitment efforts.

Here are a few ideas to get your started.

- Go beyond a simple call-out on your company's intranet. Send out our template email that links to a Chapter One flier, video, and volunteer testimonials.
- Ask a senior internal person to host a lunchtime talk or presentation about Chapter One. The talk could be from a Corporate Social Responsibility perspective and/or focus on the role of volunteering in employee wellbeing and good mental health.
- Involve your Employee/Business Resource Group to help find ways to reach other company channels within your organization—how about a team leader shout-out?
- Utilize veteran volunteers to spread the word or provide testimonials about their experience helping a young child learn to read.
- Can you get the HR or internal communications teams to support you?
- Run a recruitment campaign over 3 weeks, with a competition between departments for who can sign up most employees.
- Use your social media channels to make a splash about Chapter One and to tell volunteer stories.
- Share a short [program preview video](https://youtu.be/C-ftN-wE5z0) with employees as an introduction to Chapter One online volunteering. (video link: <https://youtu.be/C-ftN-wE5z0>)