



A Better You.
A Greater Us.

SERVICE YEAR RECRUITMENT TOOLKIT

The Service Year Recruitment Toolkit is a collection of best practices, tools, guidelines, and suggestions that Service Year Alliance has created with the help of numerous partners across the service year community.

We encourage every program on **serviceyear.org** to utilize this toolkit to boost and support their service year recruitment efforts.

This full toolkit is accessible at about.serviceyear.org/recruitment_toolkit.
With questions or to request additional resources, please contact support@serviceyear.org

FRIENDS AND PARTNERS,

Over the past several months, Service Year Alliance has studied what it takes to recruit young people ages 18-28 and encourage them to consider participating in a service year. From polling and intensive research studies to collecting best practices and hosting field-wide webinars and conference calls, Service Year Alliance has worked with the service year field – programs, partners, state commissions and thought leaders – to get your advice about recruiting young people to do a service year.

What works? What doesn't? How do you reach young people today when our a world is inundated with seemingly unlimited forms of communication? We've tried our hand at answering these questions in the following Service Year Recruitment Toolkit.

The following is a collection of best practices, tools, guidelines, and suggestions that Service Year Alliance has created with the help of numerous service year programs, advisors, and consultants. We encourage every program on serviceyear.org to utilize this toolkit to boost and support their service year recruitment efforts. As always, this toolkit is an ever-changing product that Service Year Alliance fully expects to update and adjust as we continue to learn from our analytics and metrics on ServiceYear.org.

Thanks to all of you who contributed their decades of learning, gave us your advice, and participated in webinars and focus groups about recruitment. [The recruitment toolkit can be found here.](#)

With questions or to request additional resources, please contact support@serviceyear.org or reach out to me directly.

In service,

Kristen Bennett
Managing Director, Service Year Exchange
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Getting set up on [servicyear.org](https://www.servicyear.org)

[ServiceYear.org](https://www.servicyear.org) connects individuals eager to serve with your service year opportunities. Candidates actively search for your listings, or you can contact qualified candidates directly.

What can you do on [servicyear.org](https://www.servicyear.org)?

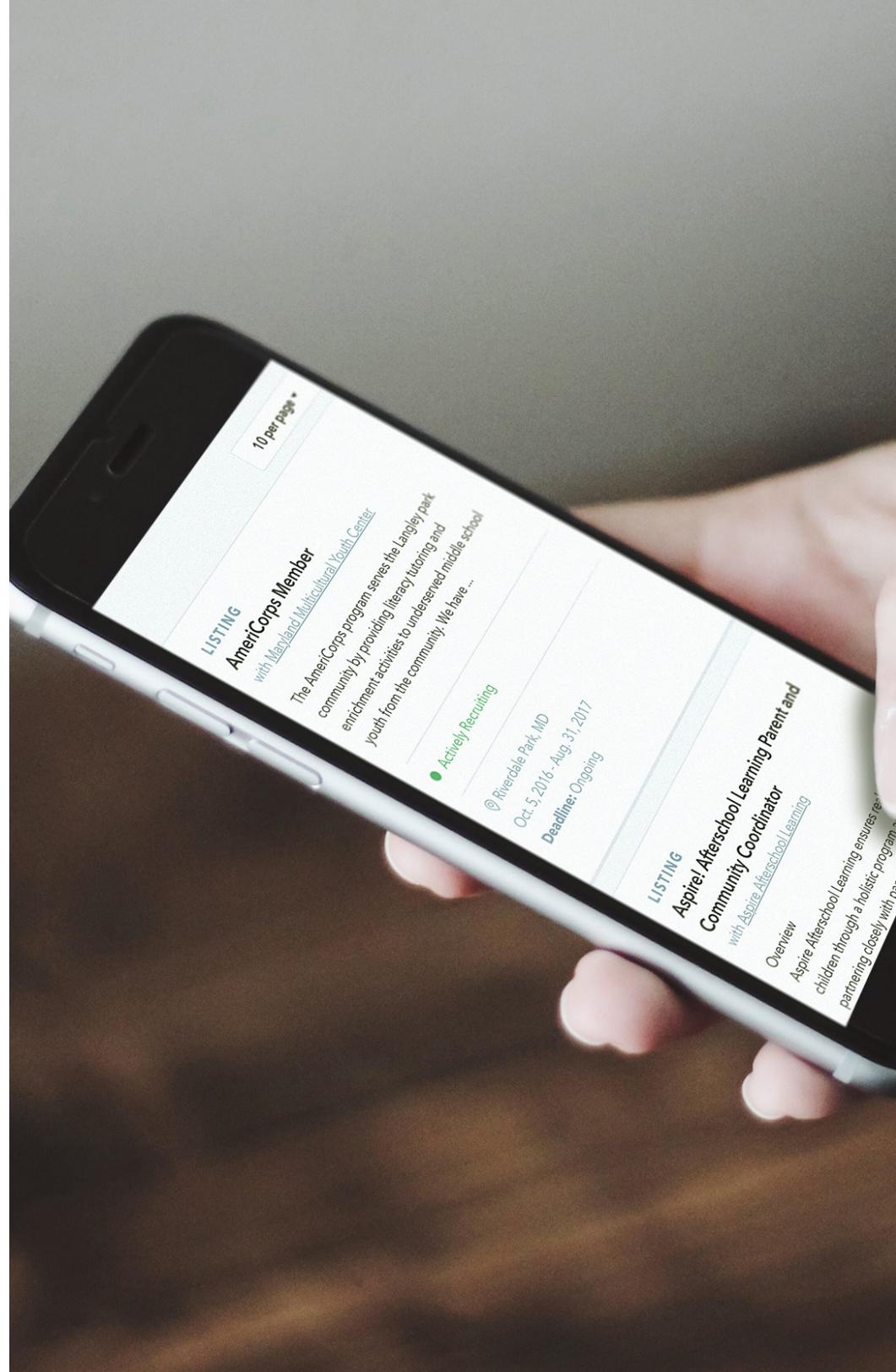
- Display all of your service year opportunities and easily share them on social media
- Engage talented young people who have expressed interest and search for candidates
- Easily enroll service year corps members and manage their journey
- Repost your service year programs and listings from year-to-year

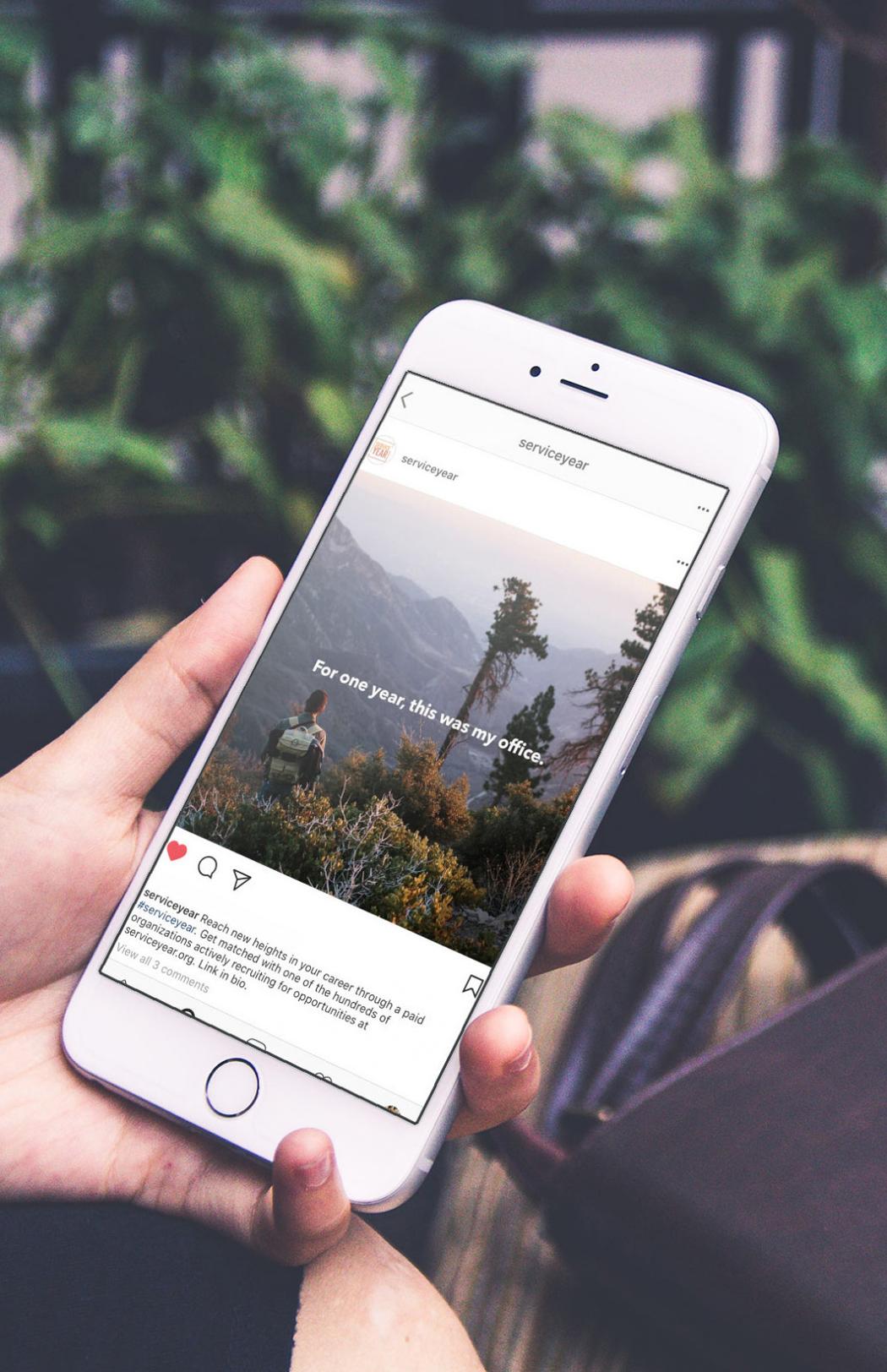
To learn more about [servicyear.org](https://www.servicyear.org) and get started, [click here](#).

Promoting Your Service Year Listings: A Guide to Messaging

Service Year Alliance has conducted extensive research on the awareness and perception of the service year experience. For example, we found that parents, millennials, and youth ages 14-17 who are not familiar with service years were most concerned about distance from family, affordability, doubt about the opportunity, safety, lack of information/familiarity, and the potential to be taken off a career or education track. To appropriately address these concerns for each audience, it is important to emphasize the opportunities and incentives that come with a service year experience. To do this, our Recruitment Toolkit provides an easy-to-follow guide to messaging a service year.

To view our messaging guide, [click here](#).





Promoting Your Service Year Listings: A Guide to Social Media

When it comes to promoting your service year opportunities, social media is one of the most effective and direct ways to reach your target demographic and drive them to your listings on [serviceyear.org](https://www.serviceyear.org).

In this toolkit, we walk you through how to share your listings, our best practices for social media, how to join our social media campaign, and provide some great examples to use right away!

To check out our social media tips and tools, [click here](#).

Boosting Recruitment for the Service Year Experience

There are hundreds of programs across the country all trying to recruit more young people to do a service year, make an impact in local communities, and become more active citizens. At **Service Year Alliance**, we are dedicated to building bridges between all of the diverse service year programs that host opportunities on [serviceyear.org](https://www.serviceyear.org) and ensure we are making connections and supporting each program as best we can. In this section, use our resources to raise awareness of the service year experience.

To learn about more about these resources, [click here](#).





Recommendations for State Commissions

As a state commission, [servicyear.org](https://www.servicyear.org) is a great resource for your programs to find future service year corps members. Your network page also lets you highlight the work of your commission, and feature all of your programs together in one spot. This can help you coordinate statewide recruitment efforts. In this toolkit, we provide some resources to help your programs get set up on [servicyear.org](https://www.servicyear.org), and to help you best leverage your network page in support of recruitment.

To see how we support state commissions, [click here.](#)



CLICK HERE TO SEE
THE RECRUITMENT TOOLKIT!

