**IUCG Members Present:**

**Expert Speaker:**

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| **Main Takeaways:** |

Reorganizing the questions and takeaways by part of the funnel could be a more impactful way of analyzing the expertise provided by Kathryn. Here is how the call notes can be reorganized by the stage of the funnel:

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| **Top of the Funnel (Sankalp):**  *Recruiting and Marketing Communications* |
| **Middle of the Funnel (Meredith):**  *Inquiry to Interview Communications Workflow*   * *Subject Line and Content of Email Communications* * People go through emails quickly – you need to (1) get the reader to *open* the email and (2) make sure that the information being conveyed is impactful. * *Get the reader to open the email*   + Depending on their phone setup or how big the screen is, it’s possible that only 3 words are going to show […] the choice for the heading depends on your goal.   + Through the title, it might be powerful to let readers know that *some* action is required!     - Saying something like “Confirmation for Email” does not incite someone to open the email or inform them that there are some action items for them to do. Look into that idea of saying “Next Steps”, which provides a bit more urgency without being overpowering. (Question 3)   + It’s important to measure the impact of different headings – experiment. A good KPI for this is *open rate*.     - *“*I would go back to all of the “open rates” and see which ones were the highest. The rate might depend on factors like time of date, demographics, or other things, but it still can be interesting to use the open rate as a measure of how compelling the language is.*”* (Question 4) * *Make sure that the information being conveyed is impactful*   + People don’t spend a lot of time reading their emails, so we need to make it short and simple as possible.     - MAKE IT ABOUT THE READER, THE POTENTIAL VOLUNTEER. Something like “BBBSEM is thrilled with the potential of working with you as a volunteer”; make THEM feel good.       * We need to *remind them why they should be excited to volunteer*     - Then get to business; “To start this process, click here to schedule your interview”. Then make the last sentence really, really quick (“If you have questions, please reach out at \_\_\_”)   + Basically, we could combine a lot of this information into *3 sentences that maximize impact and make the person feel good*   + With regards to statistics, BBBSEM uses a lot of stats to convey the dire need for new mentors. Right now, some of the communications almost makes this arrangement seem *transactional* – like a one-time thing that someone can do just once. We need to reframe this into a relationship!     - Relationships can be tough to push onto people. Find a way to demonstrate that there is *genuine need* for volunteers, but these volunteers need to be bought in. If you want to use the statistics, work it into a story   + With regards to the video, we need to balance (1) getting readers emotionally vested into the mission of BBBSEM while also (2) prioritizing action items like filling out the requisite forms for an interview     - The forms should go closer to the top of the memo; we want to be a bit more conscientious as to *how much we are asking the potential volunteer to do.* We don’t want to get them too fatigued before the interview, to the point where they tire and lose interest.     - The video is like a **call to action for *someone who wants to sign up*. Once someone *actually* signs up, we need to work on making them actionable and prepared**. So in the subject heading, make it clear that the reader needs to do something *before* the interview.       * Something to consider would be using those videos for people at the bottom of the funnel, as they wait for the match confirmation. This would fulfil the need to keep the volunteers emotionally vested in the program with videos of the kids they might be working with. |
| **Bottom of the Funnel (Selvana):**  *Post-Interview Process*   * After they’re interviewed, there are no designated email flows – the communications are more sporadic and ad hoc. Should we recommend that the emails are more consistent and uniform? How can you keep people engaged over a period of time?   1. *Keeping Potential Volunteers Engaged with In-Person* Events      1. What does help is scheduling 1-2 in-person events to remind these people of *why they’re there*. You can present it as a “pre-training”, with food and some alumni of the program.         1. Perhaps you can frame it at a “*Bonus Training”*. You don’t get the *actual* training til you’re accepted, but it can still add value to those who will become a mentor.         2. A lot of times, people volunteer because they’re lonely. Introducing these volunteers to each other could add a point of connection with these people   2. *Keeping Potential Volunteers Engaged with Social Media, Publications, and Testimonials*      1. Giving them more information or statistics isn’t going to increase engagement. *Fostering this emotional connection* is that could really engage with people and remind them that this wait is for a good cause. One way to do this is to use the videos traditionally sent in the confirmation emails      2. Social media and inviting them to follow the organization on social media – they get a lot of media attention. **If you can send these volunteers a link to the story, BBBSEM could capitalize on this publicity and remind the potential volunteers of the work that is done.**      3. Make all outreach as emotionally engaged as possible. Use social media, testimonials, and media attention to keep people engaged.      4. I think whenever there’s vetted, 3rd party content, then it can be beneficial. You can include these materials as a link or in-person, it *would just have to be something of value to the readers*. My guess is that people may drift off just because of time; adding in a sense of fun or connection with others in an interesting, unique way would also be helpful |