Community Sponsorship Recruitment:

from
Interest to Commitment to Success

Catholic Charities
Archdiocese of Boston

Refugee Welcome
Collective

Dr. Philip A. D'Agati

Community Sponsorship

"Since You cannot do good to all, you are to pay special attention to those who, by the accidents of time, or place, or circumstances, are brought into close connection with you."

St. Augustine of Hippo

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What types of organizations are your targets for community sponsorship recruitment?

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How many different sponsoring partners do you currently have?

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Our Learning Objectives

Establish Strategies for moving interested people/organizations to partners

Establish strategies for Navigating perceived barriers to Community Sponsorship

Session Outline

1. Getting to Yes
    1. Recruitment Tactics
    2. Barriers to Community Sponsorship
    3. Proactive Responses to Barriers

2. Steward
    1. Team Planning and Preparation
    2. Expectation Setting

3. Beyond the Match
    1. Maintaining Interest & Involvement
    2. Advocacy
    3. Community Support Opportunities

Fundamentals of Recruitment
• Targeting • Messaging • Engagement

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Do you currently do research on a potential sponsor group organization's mission before approaching them?

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Do you tailor your outreach messaging to each potential sponsor group/organization?

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Targeting

Geography

- Partners in communities with high and low levels of poverty
- Partners near cities with transit, jobs, affordable housing, and need-based services.
- Collaborative feasibility of the local area

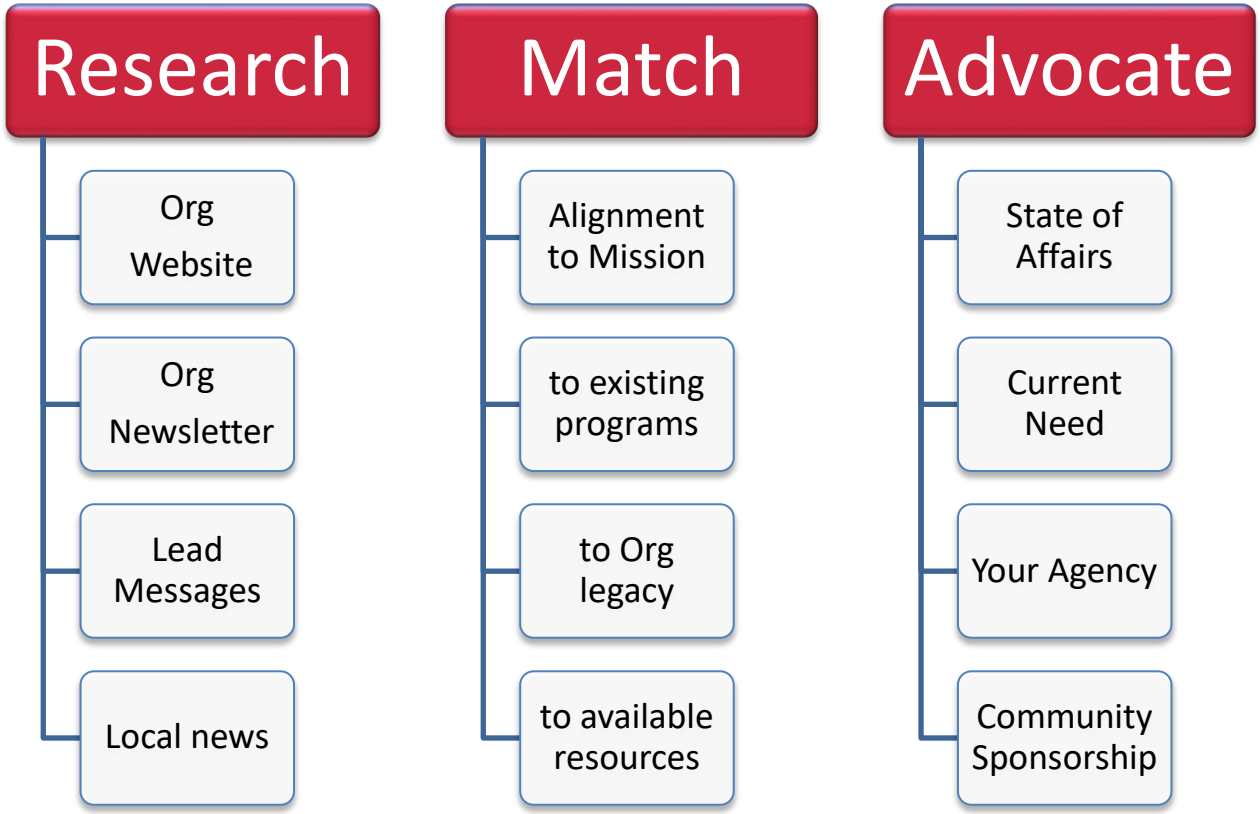
Theological Spectrum

- Remember – Theology is a spectrum and there are liberal and conservative version of any faith.
- Prioritize Faith-Based organizations with Social Justice, Welcoming, or Basic Needs ministries
- Prioritize Faith-Based organizations with leaders who support Community Sponsorship tasks.
- Aligning Mission trumps Aligning Theology

Think Collaboratively

- Research options for Unitary Collaboratives
- Research options for Ecumenical Collaboratives
- Look beyond Houses of Worship to other faith-based Organizations
  - Faith-based groups, Civic/Advocacy groups, Social/Societal Organizations, Ethnic/community organizations
  - Veterans Groups, Alumni/Retired Sector, Fraternal Organizations, Private Sector

Messaging


Research
Org Website
Org Newsletter
Lead Messages
Local news
Match
Alignment to Mission
to existing programs
to Org legacy
to available resources
Advocate
State of Affairs
Current Need
Your Agency
Community Sponsorship

Engagement

- Discuss interest and match with program options
- Match program to available resources
- Provide the dimensions of partnership
- Utilize examples

The Right Partner • The Right Place • The Right Time

Barriers

• Identify • Strategy • Overcome

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Barriers to Community Sponsorship

- Organizational Interest
- Financial / Cost of Community Sponsorship
- Volunteer Capacity
- "Org Leader," Mission, Message

What Other Barriers can you think of?

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Possible Outcomes to Barriers

- *No Partnership – That's ok.*
- *Modifying the Partnership Agreement*
  - *In client's best interest? Agency's? Partner's?*
  - *Reducing Services*
- *Pathway to Collaboration*
- *Alternative Program?*
- *Find Solutions to barriers!*

Strategize Solutions

Interest

- Are you barking up the wrong tree?
- What is the source of disinterest?
- What if interest is surface only.
- Re-cast Community Sponsorship.
- Provide curated affinity

Financial

- Have numbers ready to go
- Other financial goals? Postponement?
- Source financial support
- Eliminate aspects of the financial burden.
- Build Collaborates

Strategize Solutions

Capacity

- Discuss Volunteer limitations
- Client self-reliance
- Source volunteers
- Build Collaboratives

Message

- Reassess your message
- Identify the roadblock to helping people – modify accordingly
- Highlight potential program synergies
- Build Collaboratives

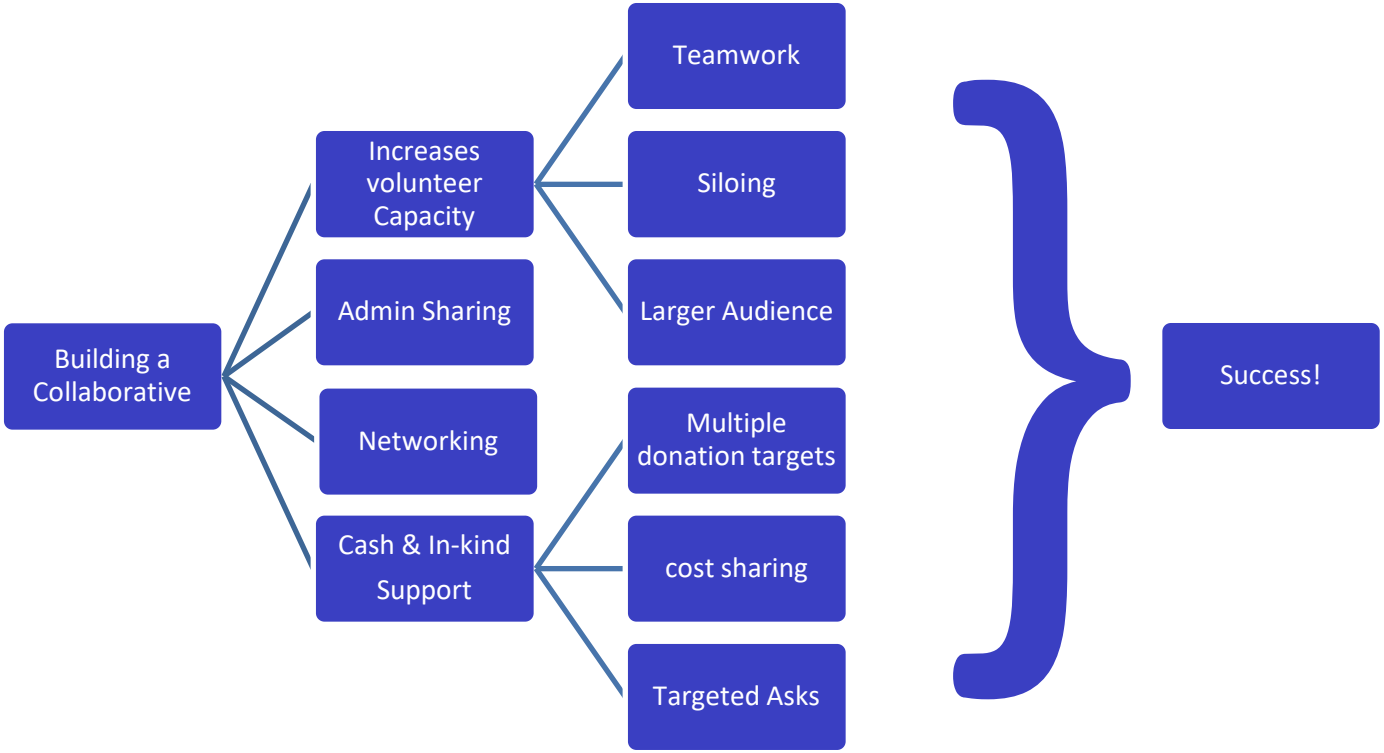
Proactive Responses to Barriers

- Never give up Mentality
- Insourcing the Barrier (Task Assumption)
- Outsourcing the Barrier (Task Assignment)
- Build Collaboratives

Collaboratives and not accepting no

If No is a capacity issue

You can get a partial yes



Apathy is the enemy of Accomplishment

Stewardship
• Planning • Prepping • Expectation Setting

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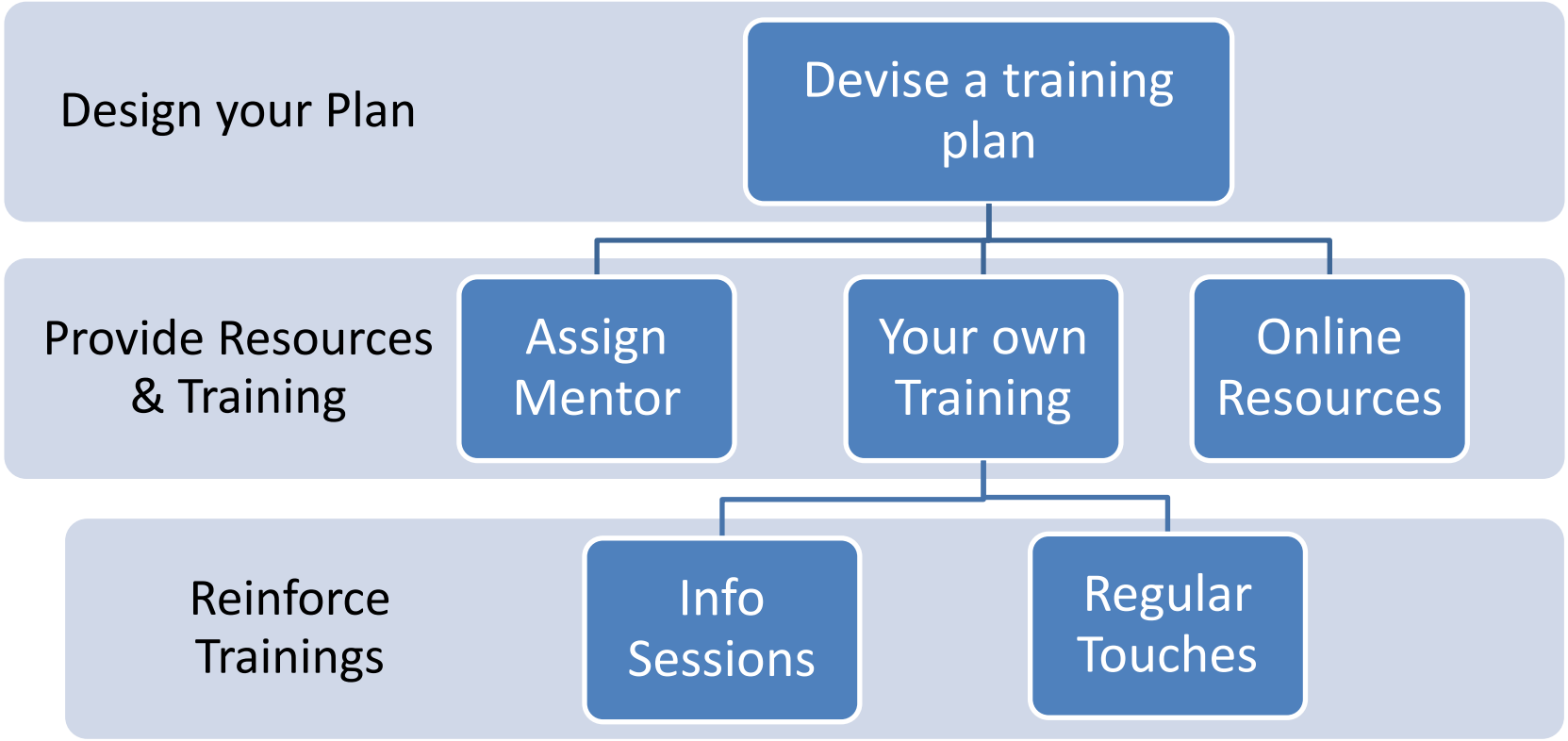
Unique Team – Unique Plan

- *Collaborate to Collaborate*
- *Program Requirements are fixed – Meeting those Requirements is not*
- *Let Teams Structure themselves*
  - *Provide Guidance*
  - *Provide red-lines for your interaction*
- *Strategize Stakeholders – Meet/Recruit as needed*
- *Make a plan on their terms that meet your goals and program mandates*

Preparation Phase

- Document
- Recruit
- Fundraise and Donation Collection
- Create Linkages to other teams / maybe refugees
- Set Expectations

Training & Support Phase



You are building the foundation for their success

Going Beyond the Match

• Collaborate • Advocate • Support

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How do you keep unmatched sponsors interested/engaged?

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How do you keep former sponsors engaged with your agency and mission?

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Community Sponsorship Team Collaboration

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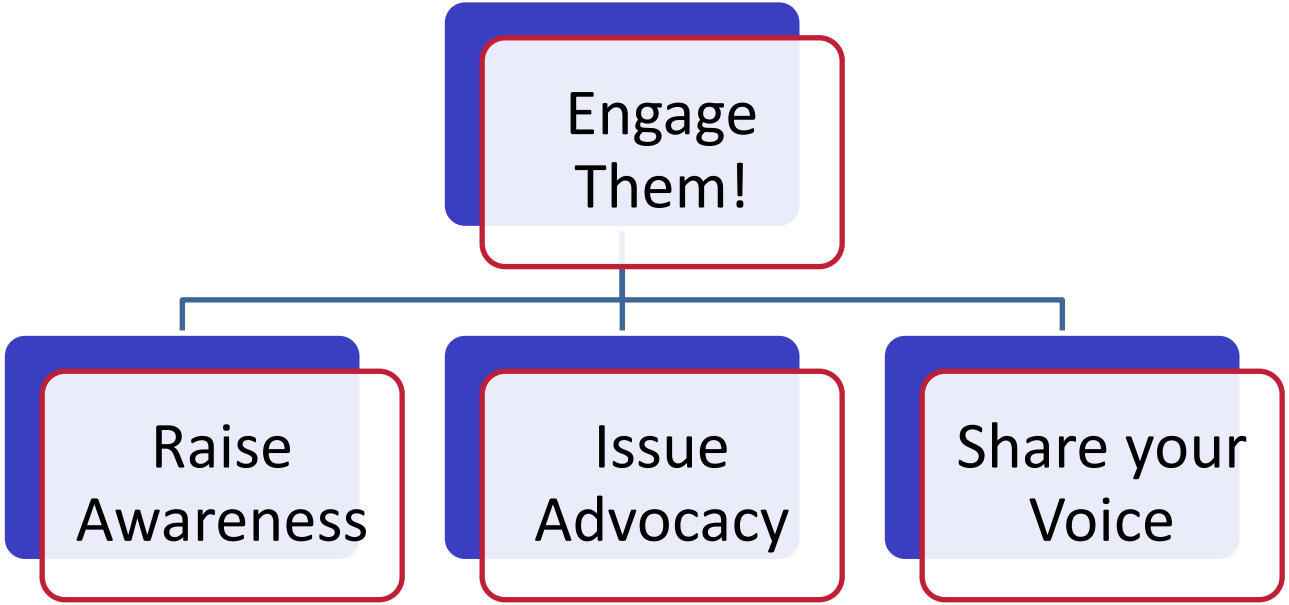

Community Support Tasks

Support Case Management

Support Refugees

Support You

Support Each other

There is *utility* in Sponsorship Teams

Thank you and Questions?

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Refugee and Immigration Services

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Recruitment Toolkit

+ Recruitment Workshop

refugeewelcome.org

Refugee Welcome Collective is a project of CWS under an agreement paid for by the U.S. Department of State.

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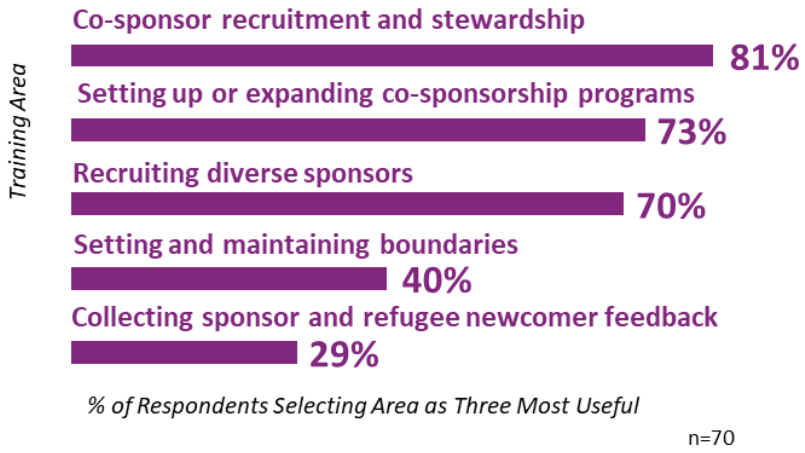
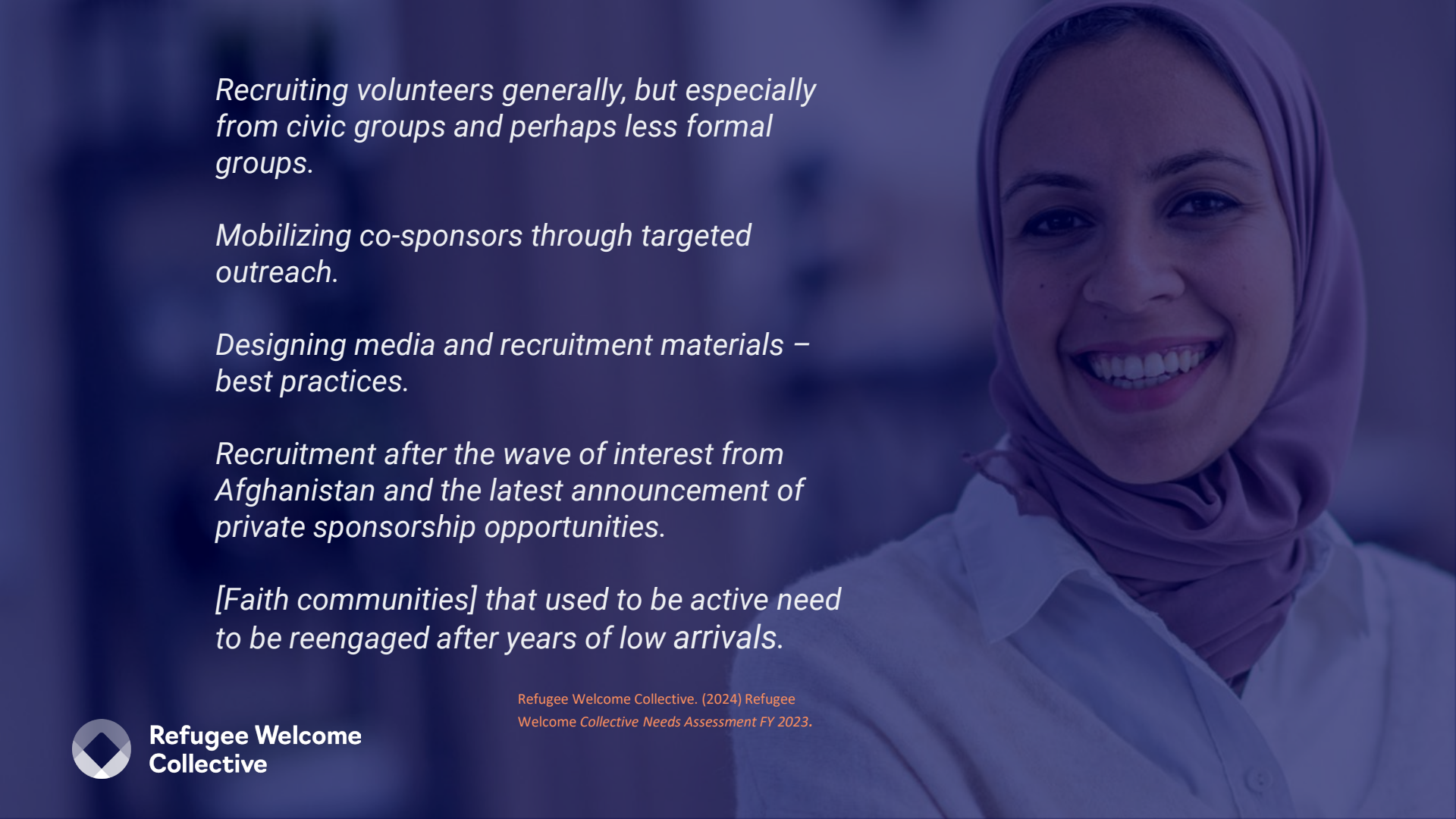
Recruitment Toolkit Refugee Welcome Collective's Recruitment Toolkit provides staff with the tools, skills, and attitudes to effectively recruit community sponsors.

Recruitment Workshop The workshop introduces the toolkit. Participants will customize tools for their use and practice the skills needed for recruitment success.

Training Areas Most Useful for Community Sponsorship Staff



Refugee Welcome Collective. (2024) Refugee Welcome *Collective Needs Assessment FY 2023.*



Recruiting volunteers generally, but especially from civic groups and perhaps less formal groups.

Mobilizing co-sponsors through targeted outreach.

Designing media and recruitment materials – best practices.

Recruitment after the wave of interest from Afghanistan and the latest announcement of private sponsorship opportunities.

[Faith communities] that used to be active need to be reengaged after years of low arrivals.

Refugee Welcome Collective. (2024) Refugee Welcome *Collective Needs Assessment FY 2023.*

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Toolkit Contents Include

- Community Mapping
- Recruitment Calendar
- Effective Pathways and Touchpoints
- Whole Office Approach
- Words that Work for Common Recruitment Questions
- Sponsor-hosted Recruitment Event
- Recruitment Tools and Templates

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Workshop Includes

Multi-session format allows for incorporation.

Knowledge exchange with other staff.

Practice and acquire recruitment skills.

Join the workshop this summer 2024. Sign up for the RWC listserv to receive workshop registration.

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- Up-resource and up-skill community sponsorship staff
- Recruitment within the community sponsorship ecosphere
- Support through commitment

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What recruitment tools or templates would you find most helpful?

What is a difficult topic that arises when communicating with potential sponsors?

What strategies or tools do you find effective in recruitment?