

DCTMI CANVASSING VOLUNTEER TIP SHEET

You will need:

- Flyers
- Sign-up Sheets
- Folder & Pen
- DCTMI button

When Canvassing...

- Remember, as members of the same community, **we are all “on the same team”** and team members are NOT afraid to speak candidly to one another and ask each other to step up their games and help! If we work together, all of us will benefit; if we don’t, all will lose.
- Smile, make eye contact, and be patient! Some people will ignore you. That is typical and don’t take it personally. Approach them, but be friendly and mindful of personal space. I have started walking alongside people sometimes so I have time to explain what we are trying to do, get their reaction, and have a meaningful conversation.
- **Hold the flyer out in front of you** so that passersby can look at it when you approach them!
- Speak clearly and confidently! Ask for a second of their time to learn about VOLUNTEERING as a tutor or mentor. Stress the “volunteer.” We are not trying to sell anything!
- Remember that what you are doing is important! As people learn more about the initiative and see you at events, they may be more open.
- **Hand out those flyers!** Some may want to read and digest the goal of the project before signing up. Marketers talk about “**the rule of seven touches**” before people take action. However short the interaction with people, keep it positive, build trust, and plant some “seeds” that may grow in time.

Got a question or have an emergency?

Please don’t hesitate to call, text, or email:

Tom Pollak -- tom@dcTutorMentor.org

301-325-3141

Team - info@dcTutorMentor.org

202-688-1261

September and October are key months for our partner organizations to sign up new volunteers!



DC Tutoring & Mentoring INITIATIVE

More than 2 out of 3 DC students – 62,000 kids – are reading below grade level. More have non-academic needs. A mentor or tutor can make all the difference.

We are all “too busy” but carving out **two hours** a week could change a kid’s life.

Our 40 partner tutoring & mentoring organizations and schools need help mornings, afternoons and evenings almost every day of the week. You tell us when and where you are available and we’ll match you to an organization. **Transform the future for a young person, our community, & our world!**

<http://dcTutorMentor.org> - info@dcTutorMentor.org - 202-688-1261

We must work passionately and indefatigably to bridge the gulf between our scientific progress and our moral progress.

— Martin Luther King, Jr.



What you can say....

The trick in our busy world is to catch someone’s attention quickly.

- ✓ **Hi! We are looking for VOLUNTEER mentors and tutors to work with kids around the city... and to help make a better world.** Can I give you this?
- ✓ **Only 1 out of 3 DC kids are reading at grade level.** (And many more need other types of academic and non-academic help. Math scores are even lower than reading!)
- ✓ **We work with 40 partner organizations around the city. Any day of the week, time of day, or neighborhood, there’s a tutoring or mentoring program that needs help.**

- ✓ **One or two hours a week can make a world of difference for a kid.** We are ALL “too busy” but most of us can adjust our schedules or cut down on screen time.
If you are too busy or you have too much travel or uncertainty in your schedule to commit to help a couple of hours a week, we need help with canvassing. There are also some programs that need substitute tutors and other types of volunteer help.
- ✓ **We all need to talk a little more *responsibility* for our community if we are going to make a better world. No?**
- ✓ **Teachers can’t fix education by themselves** and there are no quick policy fixes. But if we can get even 1 in 10 adults involved, it could transform education, our sense of community, and show that we REALLY can work constructively tackle major issues from education to climate change by working together.
- ✓ Our 40 partners include most of the largest as well as many small organizations like **Reading Partners** that tutor 1,000 elementary school age kids during the day, to **Higher Achievement** that works with middle schoolers, to **College Bound**, which focuses on college preparation for older kids; to **Best Kids** which connects mentors to kids in the foster care system.
- ✓ Interested in education equality? Volunteer today!
- ✓ Thanks for taking this. (or simply: “**You can sign up at our website.**”) If they seem interested but nervous to sign up on the spot, I emphasize that this is really important and that people often forget to follow through. If they are still hesitant to sign up now but intent on following through, I shake their hand, thank them for going online, and exchange names. “I’m Tom. What’s your name?” “Thank you!!!”
- ✓ **Can we add you to our mailing list?** Even if don’t have time now, we can keep you in the loop, and you may have more time later.

As People Sign Up...

Explain that the greatest needs are “east of the river” – the Anacostia River – in Wards 7 and 8. Would they feel comfortable and do they have the time to get over there?

What do you do for a living? Where do you work? We especially need help connecting to EMPLOYERS!

We are also looking people who could help us get their employers involved – supporting teams of employees in leaving a few hours early one afternoon a week to go to schools or sites where they are most needed. If you and your colleagues travel a lot, some of our partners can work with teams of 4-6 or so where only half or two-thirds need to show up in a given week while others are traveling. It’s much easier to get employers involved if employees push for it.

The Signup Sheet

“**Mailing list**”: Not available to volunteer with either outreach or as tutor/mentor but add to mailing list.

“**Help with Outreach**”: We hope to create 100 teams of 3-8 people who would help out 2 hours per month with outreach.

“**Neighborhood walking club**”: Working with our partner organizations, we hope to create intergenerational neighborhood walking, running or exercise clubs that meet Saturday mornings or at other convenient times to help get kids AND community members an opportunity to be active together and get to know each other. It’s both an end in itself and we expect it will lead to more community members getting involved in positive ways with the kids in the community.

Add Notes! We encourage you to **add notes** on margin or wherever there is space on the page. “Available March 1”, “Very enthusiastic”, “Works for Verizon”, “Call ASAP!” – whatever seems useful. It’s all about making genuine connections with people so more info is better!