

Fall 2021 Staff Recruitment Toolkit

These materials were developed to help recruit staff for afterschool programs.

What you'll find in this toolkit:

[Tips and ideas: 12 things you can do to recruit new staff](#)

[Key messages](#)

[Funding Ideas to Boost Staff Pay](#)

[Flyers](#)

[Graphics for social media](#)

[Sample copy for emails, ads, and posts](#)

For designed materials (flyers and graphics), you'll find links to editable user-friendly files in google slides. It's easy to revise text, substitute different photos and add logos to suit specific messages and needs.

Tips to Help Recruit Staff

Here are some tips to promote job opportunities and recruit afterschool staff. For each tip, we've provided sample copy and/or tools that can be used as is or tailored to meet your needs.

Engage Staff and Partners

1. [Email](#) your partners and other local organizations who have access to a talent pipeline (e.g., high school; community, 2 year and 4 year college career offices; coaches; faith-based groups; libraries; parks and rec; etc.). Ask them to post your [flyer](#) and share your job announcement in their newsletters, radio announcements and upcoming career fairs.
2. [Email](#) school district offices that include high schools, and ask them to distribute the [flyer](#) and job posting to its high schools. Email or call local high schools' counseling and career centers.
3. Call or [email](#) local staffing agencies and ask them to place your job listing.
4. [Email](#) former afterschool program staff - ask them to apply and spread the word.
5. Post the [job listing](#) on your website and share these [graphics](#) on your [social](#) channels. Ask your program staff to do the same.
6. Consider implementing a referral program -- offer a gift card or cash prize for each successful referral.

Reach Out to Families and Alumni

7. [Email](#) alumni from your afterschool program - ask them to apply and spread the word.
8. [Email](#) local parent groups, include a [flyer](#) and ask them to share it with their friends and families. Submit a [post](#) to NextDoor and other community and neighborhood listservs.
9. Send an [email](#) blast to families enrolled in your program, ask them to reach out to their networks.

Post Advertisements

10. Post position on relevant job sites ([Idealist](#), [Indeed](#), local college job boards)
11. Place an [advertisement](#) in local media outlets (both print and online).
12. Run a short [broadcast announcement](#) on local public radio, typically a 25-word or 15 second statement.

Key Messages

Audience: Potential New Hires

- Afterschool programs are now hiring!
- Our kids are our future--and they need you! Together we can help kids re-engage, reconnect and discover their passion for learning.
- Get paid to make a difference in kids' lives, create lifelong bonds and have fun.

- Do you have what it takes to be a mentor? Join our diverse team of afterschool educators. Part-time, flexible jobs are available now.
- You can inspire the next generation of leaders and problem solvers. Join our diverse team today!
- All programs follow [CDC/State/Local] COVID safety protocols.
- If you enjoy working with kids and are passionate about making a difference in your community, join our diverse team today!
- We have part-time, flexible jobs that are perfect for recent college grads, part-time college students, retirees, and anyone who's taking a gap year or seeking meaningful work.
- Visit [Program URL] - apply today!

Audience: Afterschool Program Alumni

- Remember all of those life lessons and fun experiences you had during afterschool? We are now hoping that you come back and be a role model for the next generation.
- We miss you - will you come back and lend a hand? Together, we can help kids re-engage, reconnect and discover their passion for learning.
- Afterschool programs are hiring! Make a positive difference in kids' lives.
- An opportunity to give back and instill the life lessons that inspired you in afterschool.
- All programs follow [CDC/State/Local] COVID safety protocols.
- Opportunity to help kids re-engage, re-connect and discover a passion for learning.
- Inspire the next generation of leaders and problem solvers by being a friend and mentor.
- We are looking for energetic, responsible people who have an interest in working with kids and have the diverse skills necessary to make an impact in their lives.
- These are part-time, flexible jobs that are perfect if you are a recent college grad, a part-time college student, taking a gap year, or are simply interested in giving back to the program that made a difference in your life.
- Visit [Program URL] to easily apply for an open position.

Audience: Parents

- We're hiring!
- It's been a challenging year. We're so grateful for you and excited to continue serving all of our kids and families. In fact, we're growing our diverse team and need your help!
- We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community.
- All programs follow [CDC/State/Local] COVID safety protocols.
- We're hiring for part-time, flexible jobs. If you know of students who are back from college, taking a gap year, or are simply interested in making a difference in kids' lives, please encourage them to contact me or visit URL to apply for a position.
- And please share this email with your friends and family! We're excited about growing our team and committed to supporting you and your family throughout the year ahead. Feel free to contact me if you have any questions.

Funding Ideas to Boost Staff Pay

Out of School Time Workforce Challenges and Solutions: Policy Implications and Opportunities

- This school-year, afterschool programs face daunting and [well-documented](#) challenges in recruiting, hiring, and retaining staff.
- Many of these challenges are not unique to the afterschool field and are being experienced in a wide range of fields. Challenges include low wages, lack of child care, lack of advancement opportunities, and potentially unemployment benefits that could act as a deterrent to employment. In addition to afterschool program staff.
- A barrier for many programs is background checks. Federal and state law pertaining to federal child care funding and other funding streams requires program staff to undergo background checks. Many localities have significant delays and backlogs for background checks, which have been exacerbated by the pandemic. The federal Department of Health and Human Services (HHS) is aware of this challenge and a federal interagency task force is developing recommendations that could help alleviate this challenge in part.
- Vaccine and/or [mask mandates and mask mandate prohibitions](#) in some states and localities have also arisen as a barrier to staff recruitment or retention. The federal [Department of Education](#) and HHS are developing guidance and resources to help programs and schools navigate these requirements.
- One potential short term remedy is offering increased pay to new and existing program staff, and recent federal legislation can help programs cover that cost. The American Rescue Plan (ARP), signed into law in March 2021, as well as previous federal COVID-relief bills like the Coronavirus Aid Relief, and Economic Security (CARES) Act and the Coronavirus Response and Relief Supplemental Appropriations Act (CRRSAA), all provide robust federal funding that can be used to provide premium pay to help recruit and maintain qualified afterschool and summer learning) program staff.

Federal policy opportunities to support increased staff pay

Elementary and Secondary School Emergency Relief Fund

The Elementary and Secondary School Emergency Relief (ESSER) Fund was established through the CARES Act that passed in March 2020 and initially included \$13.2 billion for public schools, known as ESSER I funds. It was added to through the CRRSA signed into law in December 2020 that provided an additional \$54.3 billion for ESSER II; as well as through the ARP Act that passed in March 2021 and included \$122 billion for the ARP ESSER (ESSER III) Fund. Funds are primarily provided to State educational agencies and school districts to help safely reopen and sustain the safe operation of schools and address the impact of the coronavirus pandemic on the Nation's students. All three ESSER funds can be used to provide premium staff pay to a wide range of educators and education related staff. [A Frequently Asked Questions guidance](#) document released in May 2021 specified that premium pay must be reasonable and necessary and consistent with [federal code](#) and part of an established plan

which could be established in response to the COVID-19 pandemic, and consistent with applicable collective bargaining agreements and other relevant policies and requirements. Programs should keep an eye out for potential state competitions for ESSER funds and also talk with local school districts about funding that is available at the local level. [Tools to help reach out to LEAs around this funding are available.](#)

State and Local Fiscal Recovery Fund Premium Pay

Through the [State and Local Fiscal Recovery Fund](#) the ARP provides \$350 billion to help states, counties, cities, and tribal governments cover increased expenditures, replenish lost revenue, and mitigate economic harm from the COVID-19 pandemic. State and local governments have a variety of emergency measures they can take to address economic need, including through aid to households, small businesses, nonprofits, and specific industries such as tourism and hospitality. Among these provisions, city, county, town, and state government funds can provide premium pay to essential employees or grants to their employers. [Child care workers, including providers of school-age afterschool or summer programs, are specifically included as eligible employees.](#) Premium pay cannot exceed \$13 per hour or \$25,000 per worker. [State, county, and city](#) allocations are all available and programs should contact state, county or local government officials to learn more.

Child Care Stabilization Grants

The ARP established a new Child Care Stabilization Grant Program, where each state will provide payments directly to providers. State child care agencies in each state are now setting up this process and criteria, however [HHS guidance encourages](#) the prioritization of using these funds for raising the wages of child care staff, including school-age afterschool program staff, enhancing benefits, and providing a wide array of personnel measures, including increasing compensation for any staff in a child care center (including afterschool programs); health, dental, and vision insurance; paid sick or family leave; retirement contributions; professional development or training; premium or hazard pay; staff bonuses; employee transportation costs to or from work; recruitment and retention of existing and former child care workers; and supports for staff to access COVID-19 vaccines, including paid time off for and transportation to vaccine appointments. About 14 states have set up this new grant program with applications now available while the remaining states are expected to make these funds available soon. Programs should check out the [map of state child care stabilization grant funding opportunities to find out how to apply in your state.](#)

Child Care Subsidy Payments

The Child Care and Development Block Grant (CCDBG) is the federal funding stream that supports state child care subsidy programs. CCDBG supports working parents by providing child care grants, contracts, and vouchers for children and youth ages 0-13. Under CCDBG increases in the American Rescue Plan, states have significant flexibility in how funds can be spent to support working families and providers, and [recent federal guidance](#) encourages the use of these funds for staff salaries and wages. During periods of decreased enrollment or closures due to COVID-19, funds may be used to pay the portion of the child care provider's costs that are ordinarily paid through family copayments.. While states have flexibility in

allocating these funds, the federal Department of Health and Human Services has emphasized that school age afterschool programs, including those that are licensed exempt, are eligible for funds. Contact your [state lead child care agency](#) to determine eligibility in your state.

AmeriCorps

The American Rescue Plan contains more than \$1 billion for AmeriCorps programs to expand national service programming into new communities, stabilize existing programs, and increase living allowances. Approximately 300,000 AmeriCorps & Senior Corps members serve across 50,000 locations in all 50 states. Approximately 1/3 of AmeriCorps and AmeriCorps VISTA positions are working at youth serving out of school time settings like afterschool and summer learning programs throughout the country in a wide variety of capacities. Programs should contact their [state service commission](#) or [the Corporation for National and Community Service \(CNCS\)](#) to learn more about the program and how to apply to be a sponsor.

Sample copy for emails, advertising, social posts and newsletters

Find a variety of tools and sample language for different platforms and audience groups, including afterschool program alum, current families, partners and local media outlets. These tools are easy to tailor with messages about your program or state.

Email to Program Alumni

Dear _____,

I hope all is well and you had a terrific summer!

Remember all of those life lessons and fun experiences you had during afterschool?

I'm now reaching out in hopes that you'd consider coming back and serving as a role model for our students. We're hiring! This is a great opportunity to give back and instill the life lessons that inspired you in afterschool.

We have part-time, flexible positions that are perfect for recent college grads, part-time college students, anyone who's taking a gap year or is interested in giving back to the community and making a difference in kids' lives.

All of our programs follow [CDC/State/Local] COVID safety protocols.

Please do not hesitate to reach out if you have any questions or would like to learn more. I hope to hear from you and encourage you to share this news with others who may be interested.

You'll find more at [\[INSERT URL\]](#).

All the best,

[X]

Email to Local Parent Groups

Dear _____,

Hope you and your families had a wonderful and safe summer!

I'm reaching out to ask for your help in spreading the word about employment opportunities with our afterschool program.

We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community. We have part-time, flexible jobs that are perfect for recent college grads, part-time college students, students taking a gap year, or people who are interested in making a difference in kids' lives. All of our programs follow [CDC/State/Local] COVID safety protocols.

We're excited about growing our team and are committed to supporting you and your family throughout the year ahead. We hope you will share this email with your friends, post on your social networks, and share the attached flyer, which has additional information.

Please do not hesitate to reach out if you have any questions or would like to learn more. You can also visit our website for additional information [INSERT URL].

All the best,

[X]

Email to Former Staff

Dear _____,

I hope all is well and you had a terrific summer!

I'm reaching out in hopes that you can come back and re-join our team.

As you know, we have part-time, flexible job opportunities that are perfect for recent college grads, part-time college students, students taking a gap year, or those that are simply interested in making a difference in kids' lives. All of our programs follow [CDC/State/Local] COVID safety protocols.

Please do not hesitate to reach out if you have any questions. I hope you will check out what we've been up to recently by visiting our website: [INSERT URL].

All the best,



Email to Enrolled Families

Dear _____,

Hope you and your families had a wonderful and safe summer!

While it's been a challenging time for kids and families, we're so grateful to consider you part of our community and are excited to continue serving you this school year.

I'm reaching out to ask for your help in spreading the word about employment opportunities for our afterschool program.

We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community. We have part-time, flexible jobs that are perfect for recent college grads, part-time college students, students taking a gap year, or people who want to make a difference in kids' lives.

All of our programs follow [CDC/State/Local] COVID safety protocols.

We're excited about growing our team and are committed to supporting you and your family throughout the year ahead. Feel free to share this email and please contact me if you have any questions.

All the best,



Email to High Schools, Staffing Agencies, Partner and Community Organizations

Dear _____,

Hope you and your families had a wonderful and safe summer!

I'm reaching out to ask for your help in spreading the word about employment opportunities for afterschool programs.

We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community. We have part-time, flexible jobs that are perfect for recent college grads, part-time college students, students taking a gap year, or people who want to make a difference in kids' lives.

All of our programs follow [CDC/State/Local] COVID safety protocols.

Would you please share the flyer attached to this email and post the job announcement included below in any of your relevant materials (newsletters, radio announcements, upcoming career fairs, Facebook groups)? Please also feel free to direct people to our website for additional information: [\[INSERT URL\]](#).

Thank you so much for all you do to support our kids and families. We're here as a resource for you - let us know how we can help!

All the best,



Announcement:

Afterschool Programs Are Hiring!

We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community. We have part-time, flexible jobs that are perfect for recent college grads, part-time college students, students taking a gap year, or people who are interested in making a difference in kids' lives.

All of our programs follow [CDC/State/Local] COVID safety protocols.

For more information please visit [\[INSERT URL\]](#) or contact [\[CONTACT INFORMATION\]](#)

Post For Community Listservs

Afterschool programs are now hiring!

Our kids are our future—and they need our help! Together we can help kids re-engage, reconnect and discover their passion for learning.

We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community. We have part-time, flexible jobs that are perfect for recent college grads, part-time college students, students taking a gap year, or people who are interested in making a difference in kids' lives. All of our programs follow [CDC/State/Local] COVID safety protocols.

For more information please visit [\[INSERT URL\]](#) or contact [\[CONTACT INFORMATION\]](#)

Job Announcement

We're Hiring!

We are looking for energetic, responsible people who enjoy working with kids and are

passionate about making an impact in our community. We have part-time, flexible jobs that are perfect for recent college grads, part-time college students, students taking a gap year, or people who are interested in making a difference in kids' lives.

We follow [CDC/State/Local] COVID safety protocols.

For more information please contact [\[CONTACT INFORMATION\]](#)

Copy for Print/Online Advertisement

Afterschool programs are now hiring! Get paid to make a difference in kids' lives, create lifelong bonds and have fun. Learn more at [\[INSERT URL\]](#)

Copy for Broadcast Advertisement

Afterschool programs are now hiring!

Our kids are our future—and they need you!

We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community.

For more information please contact [\[CONTACT INFORMATION\]](#)

Social Media Copy

Twitter

- Afterschool programs are now hiring! Get paid to make a difference in kids' lives, create lifelong bonds and have fun. [\[LINK\]](#)
- Do you have what it takes to make a difference in a kid's life? Join our diverse team of afterschool educators. Part-time, flexible jobs are available NOW. [\[LINK\]](#)
- Our kids are our future—and they need you! Get paid to make a difference in kids' lives and join our fun, diverse team of afterschool educators. [\[LINK\]](#)
- Afterschool programs are now hiring! Help kids reconnect and discover their passion for learning. [\[LINK\]](#)

Facebook/LinkedIn

Afterschool programs are hiring!

We are looking for energetic, responsible people who enjoy working with kids and are passionate about making an impact in our community. These are part-time, flexible jobs that are perfect for recent college grads, part-time college students, students taking a gap year, or people who are interested in making a difference in kids' lives. All of our programs follow [CDC/State/Local] COVID safety protocols.

We're excited about growing our team and are committed to supporting our kids and their families' throughout the year ahead. [LINK]

The copy above can be posted with these [social media graphics](#) and used to share these [flyers](#).