

# GO Foundation

How we leverage our AmeriCorps Service Members for Recruitment



# WHO WE ARE

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The mission of the GO Foundation is to provide students with access to a *quality education through high-dosage tutoring*.

- Educational equity focus – providing historically marginalized students with the intervention that we know works
- Started in 2011
- Spread across 4 states (NJ, NY, CT, and Washington DC)
- Whole cohort model + housing

# Things that are working well...

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- **Referrals**

- Earn up to \$1,000 for each successful hire
- Averaging 41% app to hire ratio from our past 4 cycles

- **Highlighting Current Fellows**

- Support with tabling at career fairs and community events
- Participate in panel discussions both virtually and in person
- Assist with offer signing calls to candidates
- Enhance content creation and marketing

# Things that can be hit or miss...

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- **Influencers**

- Identifying folks who align with your org & have a sizeable following
- Cost - we currently pay a flat rate + bonuses for apps & hires
- Not the best source for driving in applications

- **Advocates/Ambassadors**

- Requires a commitment to training and management
- Strategize around ideas that will have the most impact at the specific college/university you're targeting

# Things that can be expensive...

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- **Marketing firms**
  - Hudson Creative
  - Munroe
  - Ideas United (IU)
- **Paid Social and Connected TV (CTV) ads**
  - Google Ad Grants
  - YouTube
  - CTV (Hulu, Disney+, etc.)

# How will you leverage your members?

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# Owned Asset Optimization (OAO)

**Definition:** A new marketing strategy that aims to maximize the impact of assets brands fully own and control.

## 1. What owned assets do you currently have?

- a. Website, blog posts, brand & positioning guidelines, flyers, data/impact reports, newsletters, etc.

## 2. How are owned assets optimized?

- a. Repurpose offline content (ex: Create short clips from previously held info sessions, create posts for previously written articles or blogs, etc.)
- b. “Day in the Life” videos, social media takeover, etc.



# Here are some examples!

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- [GOF during MLK Day of Service](#) (created by GO Foundation staff)
- [Day in the Life & Apartment Tour](#) (created by a Fellow)
- [GO Fellowship PSA](#) (outsourced to Board Member's connection)
- [GO Fellowship Testimonial](#) (old content transformed by marketing firm)
- [Influencer creating content at one of our school sites](#)