

GO Foundation

How we leverage our AmeriCorps Service Members for Recruitment



WHO WE ARE



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...

- **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...

- **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...

- **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?



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!

- [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](#)