



MHYC ALUMNI RECRUITMENT TOOLKIT OUTLINE

MHYC is offering four paid recruitment opportunities. In order to get paid for each of these options, you must follow all of the instructions and complete all steps of each recruitment method process. Each recruitment method submission will be reviewed to ensure all steps have been followed to certify the submission and move forward with payment.

If you are interested in creating one of these paid recruitment methods, please email MHYC's Youth and Community Engagement (YACE) Manager, Julia Schaller. If you would like additional resources, documents, or to jump on a call for more information, please contact Julia and she can get you what you need to be successful!

Youth and Community Engagement (YACE) Manager: Julia Schaller | julias@mhyc.net | 303-521-4398

****We will be offering this paid recruitment opportunity to the first 30 alumni who email the YACE Manager with their recruitment method plan****

PAID RECRUITMENT METHODS

Instagram Live – 15 minutes \$50

- Step 1: Follow Mile High Youth Corps on Facebook and Instagram
- Step 2: Ensure settings for Facebook and Instagram posts are set to “Public” to enable sharing
- Step 3: Create a post on both your Facebook and Instagram pages **at least 1 day before your session** to promote your own Instagram Live and to inform your followers of the date and time of your session before you go live. In your post, please include the link in your caption of our application page: www.milehighyouthcorps.org/apply-now
- Step 4: You must record the Instagram Live session to send back to YACE Manager
- Step 5: Go Live! Share your experience of being in the Corps, including information about a day-in-the-life, your own pictures and videos.
 - You must include a segment around our upcoming opportunities and how to apply.
 - You must include a 3 minute Q&A portion at the end for engagement
 - You must type the application link in the comments section at the end of your live so your followers can click the link to apply:
www.milehighyouthcorps.org/apply-now
- Step 6: Answer all MHYC questions within comments section of your live during and/or after your live
- Step 7: Save the live recording, tag @milehighyouthcorps and email the recording to YACE Manager for final approval

Facebook and Instagram Post - \$25

- Step 1: Follow Mile High Youth Corps on Facebook and Instagram
- Step 2: Ensure settings for posts are set to “Public” to enable sharing on both Facebook and Instagram platforms
- Step 3: Post a personal photo of your time in the Corps to your own page on both Facebook and Instagram
 - Your caption must include a highlight of your MHYC experience, our upcoming open positions, and how to apply for this upcoming season via our website with a link: www.milehighyouthcorps.org/apply-now
- Step 4: Share your Facebook and Instagram posts on your own “story” with a short caption to incentivize readers to look at your page post
- Step 5: Tag Mile High Youth Corps on both your page post and story so we can see the post and re-share
- Step 6: Take a screenshot of your page and story posts on both Facebook and Instagram and email both with captions to YACE Manager for final approval

TikTok Video – At least 30 seconds \$50

- Step 1: Follow Mile High Youth Corps on TikTok @mhyouthcorps
- Step 2: Ensure settings for post are set to “Public” to enable sharing on TikTok
- Step 3: TikTok must be at least 30 seconds long
- Step 4: Create a video on TikTok to promote MHYC
 - You must include audio with your video – relevant background music at minimum
 - Submissions should be creative with a preference of including video footage and highlights of your term with MHYC
- Step 5: Tag Mile High Youth Corps so we can see the post and re-share
- Step 6: Save your TikTok and the video to YACE Manager for final approval

Formal Presentation – 30 minutes \$100

Facilitate professional, in-person or virtual presentations for your networks/communities. Examples: high school classes, community groups, youth workshop spaces, etc.

- Step 1: Email YACE Manager the event date, time, location, and participant group to coordinate possible MHYC in-person or virtual support
 - *YACE Manager will work one-on-one with you to answer questions and provide support for preparation of the presentation*
- Step 2: When the event is approved by YACE Manager, **download the PowerPoint included in the Alumni Toolkit google folder to edit – DO NOT EDIT THE POWERPOINT WITHIN THE DRIVE**
- Step 3: Workshop the PowerPoint included in the Alumni Toolkit folder to incorporate your own experience and narrative
 - You must fill in the 4 personal slides about your own MHYC experience including at least 1 personal picture of your time in the Corps per slide
 - You must include a 5 minute Q&A at the end

- Step 4: If the presentation location is in Denver or Colorado Springs and a member of MHYC staff is able to attend, you will not need to record your presentation session. If the presentation location is NOT in Denver or Colorado Springs, you MUST record your presentation session.
- Step 5: If presentation location is NOT in Denver or Colorado Springs, email your recorded presentation session to YACE Manager for final approval

[MHYC Alumni Toolkit](#)

Please see the included folder of content designed to help you create original, engaging materials for your recruitment methods. We want this folder to act as a guide and useful tool in creating your own recruitment content. We want alumni to reinforce their MHYC experience in these outreach efforts.

The folder includes:

- Photos
- MHYC PowerPoint template (to be adapted as needed)
- General talking/posting points to share externally
- Overview of mission, vision, tagline, etc.
- Current recruitment flyers

<https://drive.google.com/drive/folders/1bOrbc6srQP4cQ0-8URbik6vji4QbkAy?usp=sharing>