

## Running out of ways to recruit direct service staff?

With unemployment at just over [3 percent](#) in Indiana, we regularly hear frustrations from nonprofits across our community about filling direct service and non-degreed positions. We know that staff shortages reduce the quantity and quality of available services, reduce fee for service revenues, and make work harder for other staff and leadership.

Nonprofits have told us that particularly difficult to fill are direct support professionals, direct care roles, early education classroom aides and assistants, custodial and housekeeping staff.

### **Piloting a partnership to fill more staff positions**

Traditionally, Charitable Advisors' Central Indiana Nonprofit Job Board has advertised management level and professional roles in the nonprofit sector. With our mission to support the sector, we have been investigating a strategy to help you find potential candidates to fill these positions.

We are seeking three to six nonprofits willing to make the investment for 90 days. Charitable Advisors is teaming with digital marketing strategists [HFYN Local](#) and WISH TV Channel to recruit candidates for your difficult-to-hire jobs.

With access to sophisticated online marketing tools to provide tagging with Facebook advertising, audience targeting, search-engine targeting and site retargeting, HFYN Local has successfully solicited large pools of candidates for companies and institutions.

### **Participate in a pilot to solicit passive job seekers**

Here is a tentative budget estimate:

- \$1,500 - \$2,500 investment per month per partner for three months
- 90-day trial-evaluation period (approximately March through May)
- At the end of the trial-evaluation period, review the degree of success

### **What will you get in return**

- The chance to split the costs of a campaign that is large enough to be noticed
- Based on HYFN Local's experience and success, a 100-300 percent increase in applications for open positions
- Learn about cutting edge digital recruiting
- Participate in the planning process and defining success
- Metrics about the prospects and applicants
- Monthly progress calls or meetings with partners, HYFN Local and Charitable Advisors

Though this investment is far more than placing a few job ads, it is far less than organizations typically can pay to staffing firms or recruiters to fill just one or two positions. We expect this investment will justify itself through fewer open positions, fewer lost days of client service, reduced stress on staff at all levels, and better service to your clients and consumers.

### **Informational Meeting – Please Join Us**

Please RSVP if you are interested in learning more about this opportunity and feel you could realistically make the financial commitment within the next 30 days. Current thinking is that we will need a minimum of three participating organizations to launch the pilot.

May 10 from 10:15-10:45 a.m. (after HR nonprofit peer group)

Charitable Advisors' office  
8604 N. Allisonville Road, Conference room  
Indianapolis, IN 46250

(Next block north of Kittles at Allisonville and 86<sup>th</sup> Street, just off I-465.

### **RSVP**

If you are interested in attending, please RSVP at... If you cannot attend, but are interested in the pilot project, please contact Julie Struble at [Julie@CharitableAdvisors.com](mailto:Julie@CharitableAdvisors.com)