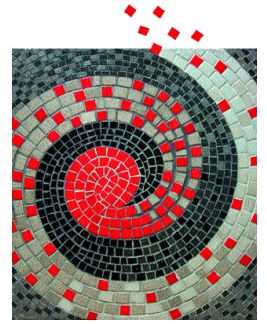


Use the Internet as a Viable Recruitment Tool



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“To attract the best and brightest applicants you need to make a pitch to young people that combines an ability to solve big problems, gain skills and demonstrates how one can have a career doing this work. Too often organizations have the mindset that these positions turn-over quickly and therefore don’t invest in developing a process to attract great people”.

ONLINE JOB MATCHING

Over the past ten years, Idealist has served as an online clearinghouse for the nonprofit sector. Their website provides a way to connect individuals who are looking for jobs, internships, and volunteer opportunities in the nonprofit sector with organizations that have those opportunities available. Organizations that are looking for workers post their positions on the idealist.org website. Since they are the leading source for nonprofit jobs, a link to their site is also the first result in most Internet searches for available positions. Individuals who access their site are able to search for their desired job opportunity in a variety of ways (e.g., by organization, geographic location, type of work desired) and can create profiles that mail them these opportunities daily. The website also includes information on real time events, and resources for anyone looking for ways to get people involved in community service.

CAREER FAIRS

Idealist also has focused on supporting students with an interest in nonprofit and socially responsible careers. These events are open to anyone from any experience level to meet with organizations that serve that area. They also have recently launched a series of trainings

for career services professionals on campuses across the country that help to raise the visibility of nonprofit careers on campus and offer support on how to counsel students inclined to do this work.

GRADUATE SCHOOL FAIRS

For individuals considering graduate education as a way to improve their skills and advance their careers, Idealist also offers a series of fairs where potential applicants can meet with representatives from various graduate programs. Each event presents a set of workshops that describe the various degrees (e.g., education, social work, public policy), and provides an opportunity for attendees to explore how an advanced degree might assist them in their career goals.

Idealist.org provides job and resource information from almost 50,000 organizations from 170 countries. More than 300,000 individuals worldwide have accessed information about jobs, internship, and volunteer opportunities from this site. Thus far, they have convened 90 nonprofit career fairs on college and university campuses across the country. They do not advertise, but rather depend on word-of-mouth referrals from individual outreach at their career fairs, and from the various organizations with which they work (e.g., Americorp and the Peace Corp).

