

Big Brothers Big Sisters America

Hispanic Mentoring: The Need for Volunteer Recruitment



Objective

There is a challenge with attracting and successfully recruiting Hispanic mentors for matching with Hispanic children receiving services from Big Brothers Big Sisters of America (BBBSA), and the agency needs to understand the most effective way to recruit Hispanic volunteers.

Approach

NuStats conducted focus groups and in-depth interviews with Hispanic parents and children in the BBBSA program as well as members of the Hispanic population in several cities throughout the country to understand the messages and communication vehicles that will most motivate program participation among Hispanics.

Outcome

The research will provide the necessary insights to move the BBBSA Hispanic Mentoring Initiative to the level of providing 100% same-ethnicity matches for all Hispanic youths.

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