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Juergen Kneifel is the founder and director of mission2mentor, a ministry of Calvary Fellowship in Mountlake Terrace, Washington that serves at-risk youth through Christian mentoring. Formerly, he served as Director of Marketing and Recruitment with Big Brothers Big Sisters of King and Pierce Counties (Seattle/Tacoma, 1999-2004) and he currently serves on the board of BBBS Snohomish County. Kneifel has been a presenter for regional and national trainings for the US Department of Education (4 years) and with DSHS in Washington State (8 years). Professionally, Kneifel teaches in the Business School at Everett Community College (Everett, WA).

Recruiting Men to Mentor

Learning Objectives:

Participants will understand how to balance the volunteer resources with the needs of their programs.

Participants will apply gender-specific needs assessments of prospective volunteers

Participants will generate a list of **next steps** to implement in their program

Participants will identify new resources for recruiting men

Workshop Description:

Mentoring programs, large or small, seem to have one thing in common. The number of volunteers to offer becoming a mentor is typically split roughly 70% women and 30% men. Yet programs across the country tracking need by waiting lists report that the need for mentors is split in opposite proportion; meaning there are 70% boys and 30% girls on a waiting list to be matched. Several factors play in to this market imbalance—but there are very effective, proven and successful strategies that should help you draw more men into your program. This workshop will bring new ideas to light for matching those boys needing a man to look up to.

