

**CASE STUDY**

# Winning Top Talent for a Non-Profit with a Life-Saving Mission

## The Client

A non-profit health organization, the Client's 8,000+ employees provide advocacy, research, and support from its 900+ offices across the United States.

## The Situation

When the Client's spend under management fell below \$5-10 million, their Managed Service Program (MSP) provider of over five years—Broadleaf Results, Acara's sister company—advised them that a Master Vendor Program (MVP) solution could better support their workforce needs. The Client issued a request for proposal (RFP) to procure an MVP provider, and Acara was awarded the contract. Ultimately, the Client needed Acara to run the entire MVP like the previous MSP. This included 100% sole sourcing and attracting temporary and permanent workers aligned with their organization's mission, vision, and values while completing onboarding/offboarding tasks and maintaining compliance.

## The Challenge

To successfully fill the Client's contractor and direct placement positions, the Acara team of expert recruiters would be required to:

- Overcome budgeted compensation rates that were lower than comparable positions in the market.
- Source and attract candidates that believe in the non-profit mission of creating a positive change and making a difference in people's lives.

**“It's amazing how well everything worked out and exceeded expectations. Our organization is very lucky to have you (Acara).”** – VP of Talent Acquisition

### Project overview



The Client is a non-profit health organization that provides advocacy, research, and support.



When their spend under management decreased, the Client turned to Acara to provide an MVP solution.



Acara's consultative approach and commitment to excellence helped our recruiting team produce a high caliber of candidates.

## The Solution

Acara leveraged a Project Management Team consisting of two dedicated technology recruiters and one administrative/professional recruiter to implement the following solutions:

- Streamlined the interview process to make recurrent recruitment efforts more hands-on and direct to the hiring manager.
- Maintained constant communication with hiring managers, including intake calls for every job requisition, real-time status updates, and weekly status meetings.
- During the onboarding process, provided consistent status updates to candidates and managers.
- Conducted contractor satisfaction surveys.
- Offered day-to-day Contractor Care Team support as needed to temporary workers.

## The Conclusion

Since beginning our partnership on January 1, 2022, Acara has helped the Client fill positions, including the following:

### Contract labor

- Buyer
- Community Engagement Manager
- Community Representative
- Lodge Coordinators
- Lodge Managers
- Operations Consultant
- Sales Associate
- Recruiter
- Research Fellow
- Retail Shop Coordinators
- Retail Shop Managers

### Direct placement

- Cloud Systems Engineer
- Database Engineer
- Salesforce Solutions Developer
- Senior Security Analyst
- Senior Manager, Endpoint Engineer
- System Support Admin.– Salesforce
- System Support Admin.– Salesforce Marketing Auto
- System Support Engineer – Mobile Product

Our high-touch, consultative approach and commitment to excellence helped Acara produce the caliber of candidates needed to achieve the following results:

- 94% fill rate
- 55+ contract labor hires
- 15+ direct placement hires
- \$2.2M+ annual spend

### Program results

94%

fill rate

55+

contract labor hires

15+

direct placement hires

\$2.2M+

annual spend