

# How Venture for America hired their most diverse fellowship class ever.

## About Venture For America

A non-profit fellowship program that connects recent grads with jobs in startups, entrepreneurship-adjacent organizations, and early-stage companies.



## Recruiting Goals

- Reach more candidates from underrepresented backgrounds across the country
- Have one place to plan and execute events

“RippleMatch allowed us to bring in the most diverse fellowship classes we have ever had.”



Realé Snorton  
Recruitment Manager at  
Venture for America

## The Challenge

Founded in 2011 by Andrew Yang, Venture For America (VFA) has always been competing for top early-career talent against organizations with more established brand recognition. As a non-profit, VFA has limited resources to plan events and reach candidates across the country.

Before partnering with RippleMatch, VFA was looking to reach more diverse candidates with a passion for entrepreneurship and have one central system to plan, execute, and track virtual recruiting events.

## Why RippleMatch

The RippleMatch talent network consists of over 1 million active candidates from 1,400 campuses; 75% of whom identify with an underrepresented group like Black/African American, Hispanic/Latino, or women in technology. VFA leverages this talent pool in several different ways to build diverse candidate pipelines.

### [About RippleMatch](#)

RippleMatch automates how early-career recruiters identify, engage with, and hire diverse talent

[ripplematch.com](https://ripplematch.com)  
[info@ripplematch.com](mailto:info@ripplematch.com)

## Automated Sourcing

VFA provides their job criteria and RippleMatch learns what a great candidate looks like for their fellowship program. Through automated sourcing, RippleMatch markets VFA to tens of thousands of candidates across the country who match their criteria and are actively looking for work. Additionally, RippleMatch ensures VFA is reaching a diverse population by prioritizing outreach to candidates who identify with an underrepresented group or attend an HBCU/HSI.

“RippleMatch has been invaluable in multiplying the productivity of our existing recruiting team while also increasing diversity within our programs.”

Charlie Odom  
Vice President of Talent at  
Venture for America

## Events & Analytics

RippleMatch Events provided VFA one place to manage all their recruitment events and invite potential candidates within the RippleMatch talent network to attend.

Analytics within the platform gave VFA insights into the demographics of candidates engaged through automated sourcing and their events. Having top-of-funnel data including race/ethnicity, gender, and intersectional diversity provided VFA with insight into the success of their diversity recruiting efforts. Additionally, they measured the ROI of each event by seeing which ones led to the most applicants and hires.

### SINCE VFA PARTNERED WITH RIPPLEMATCH THEY HAVE ACHIEVED THE FOLLOWING RESULTS:

**1,200**

Schools reached

**120+**

Candidates hired

**68%**

Of hires identify with  
an underrepresented  
group

“RippleMatch treats you like you are important to them and your success. That personal touch is something that sets RippleMatch apart”

Realé Snorton  
Recruitment Manager at  
Venture for America

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