Creative Recruitment Strategies

- Think outside of the box - find volunteers in new ways, in new markets.
- Learn how you can connect with new populations and recruit new groups of volunteers.
- Target fresh audiences to entice potential volunteers and learn how to use new language to communicate the benefits of volunteering in your organization.
Your Speakers

Jill Corrales, Manager
Volunteer Services
Jasmin’s mom

Susan Vandendriesse,
Project Manager
Peter & Nick’s mom
Session Overview

• Traditional recruitment vs. target recruitment

• Repackaging your existing program to a new audience

• Our individual strategy at Scripps

• Your own target audience & discovering new ones.

Scripps
WHY DON’T PEOPLE VOLUNTEER WITH YOUR ORGANIZATION?
• Too many requirements
• Don’t feel qualified
• No time, busy schedule, other commitments
• Not knowing where to go - what cause “speaks” to them.
• Intimidating- lack of understanding of the type of positions offered
WHAT WE LEARNED:

*Why people choose not to volunteer*

- Not asked
- Don’t know about your organization
- We are not “speaking their language”
How do **YOU** recruit volunteers?

- Organization Website
- Brochures
- Newspaper Ads
- Word of mouth

**IS YOUR NET TOO BIG?**
Ask Yourself...

- Who are my potential volunteers?
- What “TARGET” audience would I like to attract to my volunteer program?
- What would this target audience find attractive about volunteering with my organization?
- How can I repackage my existing volunteer program to appeal to my target audience?
Giving Moms Program
Scripps Memorial Hospital La Jolla

started in 2008
Steps we took....

• “Giving Moms” program proposal
• Organized focus groups to meet our audience
• Received valuable feedback from focus group participants
• Created a marketing design and used language to “speak” to and attract our target audience
• Created visibility and made it relevant
Created Visibility

• Planned “Mom Mixers” (information sessions) and provided childcare.

• PTA meetings, back to school nights, high school parent newsletters, welcome wagon

• Stroller Strides & play groups

• Distributed rack cards to book clubs, churches, gyms, pediatrician offices, baby boutiques, website link to our brochure

• Social media- tweet, facebook, digg, blogs

• Hospital website linked to our brochure
Moms, are you ready to try something new? Do you have some extra time on your hands?

Why not volunteer at Scripps Memorial Hospital La Jolla?

Please join us for our upcoming Volunteer Mom Mixer!

Scripps La Jolla is launching a new program catering to moms with an interest in volunteering. We offer an array of volunteer opportunities with flexible hours – daytime, evening and weekend shifts are available.

Give back to the community, make professional connections, build friendships, build your resume, set an example for your kids and do something just for yourself.

Volunteer opportunities include:
- Working with patients
- Assisting family members
- Supporting various administrative departments with clerical tasks
- Creating crafts (learn while you volunteer, all skill levels welcome)
- Fundraising

Participating departments include:
- ICU, ER, Nursing Units
- Labor and delivery
- Polster Breast Care Center
- Marketing, Executive Health, Volunteer Office
- Pathology
- Gift Shop
- Pet Therapy Program
- Craft Unit
- Waiting Rooms, Information Desk

Come and volunteer at Scripps!

Additional benefits include: discounts to theme parks, gym membership, special events, free classes and health care education.

Kids over 15 years of age can share the experience by volunteering too!

To attend our next Volunteer Mom Mixer, or to get more information about volunteering, please call 858-626-6870, or e-mail corrales.jill@scrippshealth.org.

Scripps Memorial Hospital La Jolla
9888 Genesee Avenue
La Jolla, CA 92037
Results

- **Short-term:** High level of interest from target audience - over 20 inquiries in the first 3 months

- **Long term:** Continue to receive inquiries and new volunteers
Retention - Keep ‘em coming back!

• Lots of recognition!
• Welcoming and engaging environment
• Flexible schedules/shifts
• Professional development and career explorations opportunities
• Networking and social interactions: “bring a friend”
Lessons Learned

It’s a new perception of our same product-
Our volunteer program is just repackaged!

• Recruitment ambassadors: use your existing volunteers

• Create visibility of our “new” product
Please share examples of programs where you have targeted unique audiences.
Julie Roth, Adventist Health
College Student Programs
“Volunteering is a way to do something helpful and important with my time, flexible enough to be available for my children’s important needs. I’m a “recovering” workaholic so I wanted to volunteer someplace that would be challenging and rewarding.” ~Pauline
“We all encourage our children to be good citizens and help others who are in need. What a better way to show them by volunteering yourself-- set an example to “do as I do, not as I say.”

~Andrea
“I gave birth to my son right here at Scripps La Jolla. I received kindness and care from Scripps staff. This experience prompted me to come back to volunteer and make a difference too!” ~Alicia
“Volunteering allows me the time to do something for myself and the opportunity to “do random acts of kindness” to someone who is not part of my family.” ~ Barbara
“Volunteering is so much fun! I have made new friends and I am learning valuable skills.”
~Shirley
“Volunteering gives me a chance to use my skills and work with people, without compromising my "real" job as Mom. It's been a great way to feel productive. I hadn't expected to stay on four years...but I'm still enjoying it and it still fits my lifestyle.”

~Mary Jo
THANK YOU!

- Go find your targets!
- Be specific
- Make it interesting and relevant
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QUESTIONS?
St. Helena Hospital

Business Student Internships
An Internship at St. Helena Hospital can be your pathway to:

- Meeting new people
- Developing hands-on business experience
- Furthering your career
- Giving you a sense of accomplishment
- Earning academic credit for work experience
What are the requirements?

The student must meet the requirements of the PUC Business Department must have at least a 2.5 GPA.

Students must be approved by their academic sponsor or major professor.

Submit an application to the St. Helena Hospital Business Internship program and complete hospital screening and orientation.
The St. Helena Hospital business student internship program strives to provide students with the opportunity to apply academic knowledge in a work world setting allowing the student to gain valuable experience needed to enter the job market. Qualified students are matched with an internship directly related to their area of study and career interests. Internships provide students with the skills and tools necessary to be successful in their chosen careers.
What is the time commitment?

Student interns will work the specified hours per quarter in the assigned department. Scheduling is to be arranged with your business mentor.
Experience Opportunities

- Health Information Management
- Philanthropy and Fundraising
- Volunteer Management
- Human Resources
- Retail Management
- Finance and Accounting
- Hospital Administration
- Information Systems
Kim Meredith
Health Information Management

- Opportunity to work under the clinical documentation of healthcare
- Electronic Medical Record
- Financial analysis projects
- Charting
Ben Hill
Philanthropy/Fundraising

- Learn best practices for working with major donors
- Use Raiser’s Edge software for tracking donors/donations
- Assist with various Foundation projects
Jill Kinney
Marketing and Communications

- Integrated campaign development
  - Advertising
  - Web
  - Online marketing
  - Direct mail
- Community outreach
- Internal communications
You will work on projects that will explore whether to start a new healthcare service line or expand an existing one.

- Market Research - web, clinical meetings with physicians and/or department directors
- Competitive Analysis - Learn how to research and prepare analysis for presentation and planning
- Market Share Analysis - work with state data base and query
- Planning - participate in the strategic and market planning process
- Financial Forecasting - Learn how to forecast volumes and develop a proforma

This internship works directly with the VP of Business Development for the St. Helena Hospital Region.

This internship requires a self starter, quick learner and someone with an analytical aptitude that enjoys variety.
Julie Lloyd
Volunteer Administration

- Assist with recruitment and orientation of new volunteers
- Work with volunteer database to track hours and awards
- Generate spreadsheets and reports of volunteer participation
- Plan and implement annual volunteer awards banquet
- Participate in the Corporate Volunteer Council
What is the application process?

- Complete your application and have it signed by your major professor
- Complete health screening at the hospital
- Attend hospital internship orientation
- Meet with your assigned department mentor to arrange your work schedule
Code of Ethics

As a PUC Student Intern, I realize that it is my responsibility to cooperate with my employer and to hold in professional confidence any information gained regarding the business of the firm, institution, or agency and to refrain from using such information in an unethical manner. It is my further responsibility to maintain high personal standards and a willingness to learn on the job.
What do I wear?

- Business/office attire
- Comfortable black or tan shoes – no open toes
- Good Grooming
  - Hair neatly combed
  - Clean hands and nails
- Your own beautiful smile
How do I get there?

- Interns provide their own transportation to the Hospital
- Parking is provided in the employee parking lot on Hillcrest Road
- Shuttle service is provided to and from the parking lot
Benefits

- Great addition to your resume!
- Meal ticket for the hospital cafeteria provided for each 4-hour shift
- Invitation to hospital social events
- Access to the hospital gym, weight room, and sauna
Carrying out the Mission

To share God’s love by providing physical, mental and spiritual healing

Inasmuch as ye have done it unto one of the least of these my brethren, ye have done it unto me.

Matt. 25:40