New Approaches to Volunteer Recruitment

CAHHS Volunteer Leadership Conference
Hyatt Regency Newport Beach
February 19-21

A Universal Topic

Recruitment is universal
- Every organization
- Every era

Techniques may change
Principles remain constant

Trainer

Susan J. Ellis
- President, Energize, Inc.
- Co-Dean, Everyone Ready®
- Author: The Volunteer Recruitment and Membership Development Book

What We’ll Cover

Part 1: Fundamentals
- Framework for recruitment
- Why people do/don’t volunteer
- How trends and issues affect recruiting

Part 2: Strategies
- Designing work that attracts volunteers
- Where to look for volunteers

Part 3: Tactics
- Traditional recruiting techniques and methods
- Using new and emerging technologies
Avoid this Common Mistake

Before you print those brochures:
- Know who you want to reach
- Know where to find them
- Then decide on what tools you will need

Fundamental Principles

2. Your recruiting success is directly connected to what you are asking volunteers to do
- Everything begins with volunteer work design
- Offer challenging and important opportunities and you’ll attract people who want to be challenged and useful

Fundamental Principles

1. Don’t recruit before you are ready to put volunteers to work
- Fear of not finding volunteers makes recruiters rush to spread the word
- But this results in lots of applicants without the qualifications you need
- Might be better to stop recruiting until you’ve strategized a better way

Key Questions

What’s your recruitment goal?
- Generating a lot of random interest is costly
  - Time lost in screening
  - Potential volunteers turned away or turned off
- Focus on targeted outreach
  - Self-screening based on interest or suitability to a particular assignment
Key Questions
Do potential volunteers know something (positive) about your organization?
- Are you new to the community?
- Do you need to update old information?
- Do you need to address a negative image?

Public relations is intertwined with volunteer recruitment

Key Question
Are you suffering from Volunteer Revolving Door Syndrome?
- Ongoing recruiting just to replace the volunteers who are dropping away

Fix what’s wrong first!

Not the Same Thing

Publicity
Informs people:
- What the organization does
- Why it needs volunteers

Recruitment
Invites individuals to:
- Learn more
- Join in

Seven Steps to Successful Recruitment
1. Identify why people DO and DO NOT volunteer with you
2. Consider larger TRENDS as well as LOCAL issues
3. Design ASSIGNMENTS that are likely to attract the people you want
4. For each volunteer role, brainstorm SOURCES of the most likely candidates
5. Match recruiting TECHNIQUES and MATERIALS to each source. ADAPT your approach to each audience.
6. DO it!
7. Be READY for applicants
**Step 1. Why People Do/Do Not Volunteer**

- If there are 80+ different motivators for volunteering,...
- Why would you limit yourself to one recruiting approach?
- Keys to recruiting success:
  - Get to know which buttons to push for your target group(s)
  - Then adapt your recruiting approach for each prospective volunteer

---

**Follow Along**

- Seven Steps to Successful Recruiting Worksheet
- Pick a real recruitment challenge that you have and apply this seminar to that

---

**Why People Volunteer**

**Motivator: Having fun**

- Your competition consists of leisure activities, not paying work
- Your work design should include some FUN
- Your recruiting approach should answer:
  - Will I enjoy this?
  - Will I like the other volunteers?
  - Will I look forward to spending time with this organization?

---

**Why People Don’t Volunteer**

**What stops people from volunteering with you?**

- Not interested in your mission
- Lack qualifications for the work
- Timing, location, or other logistical issues
- Preconceived notions about volunteering (in general) or your organization (in particular)
- Or other issues...
Facing the Obstacles

Prospective volunteers are rational:
- If potential negatives outweigh potential benefits, they will look for a different opportunity
- By identifying and facing the obstacles, you have a chance to change the equation

We will train you

Eliminate Vocabulary Obstacles

Does the word “volunteer” repel or attract?

It depends on the audience:
- Professionals
- Business people
- Students
- Faith communities
- Women versus men

The Number 1 Obstacle Is.....

“I don’t have time!”
- Individual is overcommitted…
  - Make a note, try again in a year
- Volunteer position is too demanding…
  - Adapt the position
- Individual isn’t interested…
  - “Tell me honestly, does this appeal to you?”

And Finally, Don’t Forget to Ask!

Surveys consistently tell us:

Why don’t people volunteer?
- I wasn’t asked

Why do people volunteer?
- I was asked
Step 2. Consider Larger Trends and Local Issues

1. Identify why people DO and DO NOT volunteer with you
2. Consider larger TRENDS as well as LOCAL issues
3. Design ASSIGNMENTS that are likely to attract the people you want
4. For each volunteer role, brainstorm SOURCES of the most likely candidates
5. Match recruiting TECHNIQUES and MATERIALS to each source. ADAPT your approach to each audience.
6. DO it!
7. Be READY for applicants

Ask Yourself...

Which trends are making it more difficult to recruit?

Are your assumptions out-of-date regarding:
- Who volunteers?
- What volunteers want?
- Which activities are most appealing?
- How your recruiting message fits with today's reality?

Trends That Impact YOUR World

- Baby Boomers retiring
- Mandated service programs
- Terrorism and security issues
- Energy, environmental and climate changes
- Smartphone apps
- Fewer farms in rural areas
- Charter schools
- Percentage of population below the poverty line

What We'll Cover

Part 1: Fundamentals
- Framework for recruitment
- Why people do/don't volunteer
- How trends and issues affect recruiting

Part 2: Strategies
- Designing work that attracts volunteers
- Where to look for volunteers

Part 3: Tactics
- Traditional recruiting techniques and methods
- Using new and emerging technologies
Seven Steps to Successful Recruiting

1. Identify why people DO and DO NOT volunteer with you
2. Consider larger TRENDS as well as LOCAL issues
3. Design ASSIGNMENTS that are likely to attract the people you want
4. For each volunteer role, brainstorm SOURCES of the most likely candidates
5. Match recruiting TECHNIQUES and MATERIALS to each source. ADAPT your approach to each audience.
6. DO it!
7. Be READY for applicants

Be Ready to Tell Each Recruit

For each volunteer position:
- Why the assignment matters
- What the work is
- How much time is required
- What background checks are required
- How the application process works

Be ready to offer choices

Titles Matter

“Volunteer” is a pay category, not a title

Employees Wanted
CALL: 555-5555

...to do what?
**Titles Matter**

- Clerical Volunteer
- Clerical Aide
- Secretarial Assistant
- Office Coordinator
- Recordkeeping Team Leader
- Records and Reports Czar
- Computer Control Central Coordinator

---

**Seven Steps to Successful Recruiting**

1. Identify why people DO and DO NOT volunteer with you
2. Consider larger TRENDS as well as LOCAL issues
3. Design ASSIGNMENTS that are likely to attract the people you want
4. For each volunteer role, brainstorm SOURCES of the most likely candidates
5. Match recruiting TECHNIQUES and MATERIALS to each source. ADAPT your approach to each audience.
6. DO it!
7. Be READY for applicants

---

**Titles Matter**

- Mentor
- Friendly Visitor
- Outreach Team Member
- Support Visitor
- Counselor
- Personal Coach
- At-home Support Team Member
- Aftercare Partner
- Goals Guide

---

**Step 4. Determine Where to Find Volunteers**

*For each volunteer position:*

- Brainstorm sources of the right candidates
- Who is your target audience?
- Where might you find them?

*This is classic market segmentation!*
Don’t Make this Common Mistake!

Whom do we know who might want to think work?

Whom don’t we know that we should get to know who might want to volunteer?

Practical Advice

Plan first, then act
- It’s still not time to start printing those brochures!

Enlist a “Recruitment Think Tank”
- Meet twice a year
- Group = synergy = innovative ideas

Practical Advice

Rule #1 for where to recruit?
- There are no rules!

By thinking creatively about sources:
- You side-step competition
- You reach out to a different audience
- Your message is fresher...and more successful

Practical Advice

Focus on one position at a time

Ask this:
Where can we find the people who have what this volunteer role requires?

Not this:
Where can we find people, in general?
Example: Calligrapher

Where can we find someone skilled at calligraphy?
- Art classes studying pen and ink
- Businesses specializing in producing invitations
- Graphics departments of major corporations
- Local freelance artist association
- Online discussion forum for calligraphers
- Japanese art society
- Large catering firms that also do invitations
- Companies with computers that do calligraphy
- Sign-making companies
- Art supply stores selling calligraphy pens and inks

You Try It!

Where in our community can we find people who drive cars?

Brainstorming Successfully

Don’t include general sources
- Odds of finding the right mix of skills is poor

Don’t self-edit
- Focus on “where”
- Don’t jump ahead to the “how”

Susan’s List

- car washes
- Traffic Court
- the Motor Vehicle Bureau
- drivers’ education classes
- drive-in windows
- gas stations
- car showrooms
- taxi and bus depots
- truck stops
- drive-in movies
- car repair shops
- car accessory stores
- parking lots
- tire and auto parts stores
- car rallies
- car shows
**Editing Your List**

- Delete ideas that seem unfeasible
- Rank sources, from most-to-least likely
- Localize the list
  - Local companies, stores, organizations that fit this description
- Rank the localized list based on criteria such as:
  - Located nearby
  - Linked to your organization in some way
  - Inside contact available
  - Appealing to you for some reason

**Fine-Tune the List**

Revisit the list and fine-tune it

**Bottom line:**

- If you are not communicating with the right target audience, you are wasting your time

---

**Seeking Diversity?**

Re-examine your list using a demographic filter:

- Which offices are in a Spanish-speaking neighborhood?
- Which organizations have a predominantly male membership?
- Which stores hold special sales for senior citizens?

**Characteristics as Well as Skills**

Where to find people who can volunteer during the Monday-Friday, 9 a.m.-5 p.m. timeframe?
Brainstorm Possible Sources

- Shift Workers
- Evening Workers
- Weekend Workers
- Odd or free-to-choose schedules
- Self-employed

Surprising Rural Resources

Who could help homebound elderly?

Studied membership associations (= volunteer groups)
- 319 groups!
- Meant that networks of volunteers already existed

Small communities have a surprising number of sources!

What about Rural Communities?

Downside:
- Fewer resources to tap

Upside:
- Need fewer candidates

Brainstorming process works just as well:
- Although list may be shorter

One More Idea

Proximity Chart
- What resources are closest to your agency?
  - Walk or drive around and write down whatever you see
- You are only aware of the things you see on your usual route
- You no longer see those
- You may not know what you are looking at
Using Your Proximity Chart

Analyse the list of what you found nearby
- How can each neighbor help?
  - Certain times when volunteers might be available?
  - Special skills available?
  - Donations of goods, facilities, equipment?
- Do any neighbors share something in common with you in terms of mission, projects, or clients?

Make contact!
- Do special outreach to those closest to you – your “neighbors”

What We’ll Cover

Part 1: Fundamentals
- Framework for recruitment
- Why people do/don’t volunteer
- How trends and issues affect recruiting

Part 2: Strategies
- Designing work that attracts volunteers
- Where to look for volunteers

Part 3: Tactics
- Traditional recruiting techniques and methods
- Using new and emerging technologies

Why Brainstorming Comes First

You will have to choose a recruitment technique that fits the sources you have identified

Seven Steps to Successful Recruiting

1. Identify why people Do and DO NOT volunteer with you
2. Consider larger TRENDS as well as LOCAL issues
3. Design ASSIGNMENTS that are likely to attract the people you want
4. For each volunteer role, brainstorm SOURCES of the most likely candidates
5. Match recruiting TECHNIQUES and MATERIALS to each source. ADAPT your approach to each audience.
6. DO it!
7. Be READY for applicants
Ask Aunt Susan...

Dear Aunt Susan:
I want to put the call out for more volunteers. How can I get the local news media to pay attention?
• Recruitless

Dear Recruitless:
• Make news that editors want to cover
• Consider paid advertising so you control your message
• Limit your use of mass media to searching for unique skills

- Aunt Susan

Special Circulation Publications

• Local weeklies or neighborhood newspapers
• House organs
• Newsletters of all sorts
• Company employee notices
• Organizational messages to members of any group or institution

Traditional Mass Media

Television and radio
• Commercial
• Public/educational
• Cable public access

Newspapers
• Major dailies
• Local/community papers

Billboards

Make Your Own News

“News” can come from many sources online
• Social media is built on many people sharing their thoughts

Blogging is the fastest growing news source
• It’s free and easy to do
• But you want to add news, not noise!
Ask Aunt Susan…

Dear Aunt Susan:
You keep warning me not to print brochures until I am ready. When do I go to press?

- Paper Ready

Dear Paper:
• Now! Recruit a volunteer with publishing software/graphics skills
• Concentrate on flyers that you can change and edit for each source
• Only print out what you need so you can revise as you go along

- Aunt Susan

Ask Aunt Susan…

Dear Aunt Susan:
I keep giving presentations to groups and sitting at exhibit booths, but only get a trickle of responses. Help!

- Shorton Time

Dear Shorton:
• Weigh the costs – and time is a cost! – against the potential benefits
• Once again, make your decision based on whether this opportunity will put you in front of the people you most want to recruit

- Aunt Susan

Printed Materials

• Brochures
• Flyers
• Posters of various sizes for different places
• Inserts in mailings or handouts already distributed by others
• Special items such as bookmarks or placemats, to make best use of a specific source

Audio-Visual Materials

• Slide shows or PowerPoint® presentations
• Videos
• Flash® presentations
  - To accompany speakers during a presentation
  - As a stand-alone display at an exhibit
  - Self-running whether viewed or not
  - Viewer self-selects to see it
• Post online, too
One-to-One Invitations

Recruiting this way is effective
• But it usually doesn’t produce diversity

Tips:
• Empower current volunteers with outreach tools
• Train them:
  – What to say
  – What NOT to say
• Consider “open houses” where volunteers invite friends or colleagues

Social Networking Sites

Facebook and similar sites let friends of friends of friends learn about you
• Ask volunteers to post about their work with you
• The “like” function then sends the post on to more people
• You cannot control the message

Start with Your Web Site!

Your Web site is a critical recruiting tool
• Are volunteers visible and findable?
• Are volunteer opportunities explained?
• Are current vacancies shown – and updated?
• Is there an e-mail contact address?
• Can someone apply online?

“Recognizing” volunteers on your site has a recruiting purpose, too!
Register at Every Free Site!

- Most sites are free for organizations and volunteers.
- Make your posts appealing and specific!
  - Not “volunteer needed to help”
  - Describe individual positions in separate postings.
  - Include your Web site address.

Non-Web Registries

Also look for non-cyberspace registries of volunteer opportunities:

- Local volunteer center
- Campus student placement office
- Municipal or county government center

Your organization already listed?

- Make sure listing includes a “Recruiting Contact” and your URL.

Update Often

Keep postings current:

- Delete what is no longer available.
- Change the date.

Check out the “competition”:

- Would a prospective volunteer find your description more attractive than other ones?

“Working” Social Networking Sites

Ask volunteers to tell their followers that you need more volunteers:

- Give a “badge” or other graphic to post.

Start your own page:

- Be creative.

Share your ideas on our Discussion Board!
Podcasts

Easier to do than you might think
- Online audio recordings
  - People "subscribe"
- Podcasts are like short radio shows
  - Create episodes focused on what volunteers do at your organization
  - Invite volunteers as guest speakers
- Let the audios do double duty

Videos

YouTube has LOTS of volunteer-related videos
- Showcase what volunteers are doing and accomplishing
- Incorporate an invitation to learn more at the end of each clip
- Get volunteers to help

On YouTube
“Volunteer Opportunities”
- 2009: 1,200 hits
  - 2015: 6,260 hits

“Volunteering”
- 2012: 35,900 hits
  - 2015: 255,000 hits

No End in Sight

“Convergence”
- Smartphones bypass computers
- Apps of all sorts

Seven Steps to Successful Recruiting
1. Identify why people Do and DO NOT volunteer with you
2. Consider larger TRENDS as well as LOCAL issues
3. Design ASSIGNMENTS that are likely to attract the people you want
4. For each volunteer role, brainstorm SOURCES of the most likely candidates
5. Match recruiting TECHNIQUES and MATERIALS to each source. ADAPT your approach to each audience.
6. DO it!
7. Be READY for applicants
Do’s and Don’ts

- Target your prospects
- Use images to say, “You will fit in here”
- Provide examples
- Adapt your message to audience and source
- Don’t imply that everyone is accepted

Putting Plans into Action

- Smile
- Listen
- Explain expectations
- Be flexible – up to a point

Offer the opportunity to get involved in something really worthwhile

Seven Steps to Successful Recruiting

1. Identify why people Do and DO NOT volunteer with you
2. Consider larger TRENDS as well as LOCAL issues
3. Design ASSIGNMENTS that are likely to attract the people you want
4. For each volunteer role, brainstorm SOURCES of the most likely candidates
5. Match recruiting TECHNIQUES and MATERIALS to each source. ADAPT your approach to each audience.
6. DO it!
7. Be READY for applicants

Seven Steps to Successful Recruiting

1. Identify why people Do and DO NOT volunteer with you
2. Consider larger TRENDS as well as LOCAL issues
3. Design ASSIGNMENTS that are likely to attract the people you want
4. For each volunteer role, brainstorm SOURCES of the most likely candidates
5. Match recruiting TECHNIQUES and MATERIALS to each source. ADAPT your approach to each audience.
6. DO it!
7. Be READY for applicants
**Recruiting Readiness**

- Monitor incoming communications
- Return messages promptly
- Tell the staff to be on the lookout
- Have detailed information and application forms on hand
- Schedule interviews or orientation sessions

**What We Covered**

**Part 1: Fundamentals**
- Framework for recruitment
- Why people do/don’t volunteer
- How trends and issues affect recruiting

**Part 2: Strategies**
- Designing work that attracts volunteers
- Where to look for volunteers

**Part 3: Tactics**
- Traditional recruiting techniques and methods
- Using new and emerging technologies

**Remember...**

Prospective volunteers should feel welcomed!

**Use Your Worksheet**
New Approaches to Volunteer Recruitment
CAHHS Volunteer Leadership Conference
February 19-21, 2018

Contents:

Handouts
Seven Steps to Successful Recruitment page 1
Seven Steps to Recruitment Worksheet page 2
Why People Volunteer page 6
Volunteer Position Description Worksheet page 7
Proximity Chart page 8
Recruitment Technique Options page 9
Online Volunteer Recruitment page 11
Seven Steps to Successful Volunteer Recruitment

You must do these *in sequence*!

**Step 1:** Identify WHY people might want to volunteer in your organization and WHY they may NOT.

**Step 2:** Consider social, economic, and cultural TRENDS and put volunteering into context for your local community.

**Step 3:** Design meaningful volunteer ASSIGNMENTS with the potential to attract the people you most want.

**Step 4:** For *EACH* volunteer position description, BRAINSTORM sources where you are most likely to find the right candidates. (You’re going to run “mini-campaigns.”)

**Step 5:** Match your TECHNIQUE and recruitment MATERIALS to the source. ADAPT your approach to each audience.

**Step 6:** DO IT!

**Step 7:** BE READY for applicants.
**Seven Steps to Recruitment Worksheet**

**Volunteer Assignment:**
(Use a new worksheet for each volunteer assignment you need to fill)

**Step 1: Identify why people do or do not volunteer with you.**

<table>
<thead>
<tr>
<th>What might motivate prospects to accept this assignment?</th>
<th>What can you emphasize to increase someone’s willingness to say yes?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What obstacles might stop prospects from accepting?</th>
<th>What can you change to minimize obstacles?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Step 2: Consider national and global trends at large as well as local issues.**

<table>
<thead>
<tr>
<th>What larger trends or local issues might discourage prospects from accepting this position?</th>
<th>What can you change in the assignment to respond to these trends?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What trends or issues might encourage volunteers to accept this position?</th>
<th>How can you adapt to these trends and so attract more volunteers?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Step 3: Design volunteer assignments that are likely to attract the people you want.

<table>
<thead>
<tr>
<th>What are the requirements for this position?</th>
<th>Flexibility in any of the requirements?</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Why the assignment matters</td>
<td></td>
</tr>
<tr>
<td>• What the work is</td>
<td></td>
</tr>
<tr>
<td>• How much time it will take</td>
<td></td>
</tr>
<tr>
<td>• Any background checks required</td>
<td></td>
</tr>
<tr>
<td>• Application process</td>
<td></td>
</tr>
</tbody>
</table>

Will the position title appeal to the prospects you are seeking? Alternative titles?

Step 4: Brainstorm sources of candidates. Then rank as most to least likely.

<table>
<thead>
<tr>
<th>Where are you most likely to find people with the skills or characteristics you most want?</th>
<th>Ranking</th>
</tr>
</thead>
</table>

(Continue Step 4 on next page)
Step 4 (continued): Now take the highest ranked ideas just brainstormed and get specific by identifying local potential sources.

<table>
<thead>
<tr>
<th>Brainstorm Rank</th>
<th>Name of actual local source</th>
<th>Nearest location</th>
<th>What you might have in common</th>
<th>Any inside contact?</th>
<th>Appealing for other reason?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Step 5: Match recruiting technique and materials to each source. Adapt your approach to each audience.

<table>
<thead>
<tr>
<th>Source of volunteers (from previous rankings)</th>
<th>Which techniques and materials might work best?</th>
<th>How adapted for specific audiences?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Step 6: Do it!

- Planned action #1: __________________________________________________________
- Planned action #2: _________________________________________________________
- Planned action #3: _________________________________________________________

Step 7: Be ready for applicants.

- Arrange for monitoring of incoming communications
- Notify staff about recruiting timing and target positions to be filled
- Prepare informational handouts, application forms, and answers to FAQs
- Arrange for staff and locations to handle interviews and/or orientation sessions
Why People Volunteer
(just a few possible motivations)


- To feel needed
- To share skills
- For a change of pace
- To get to know a new community or neighborhood
- To help someone
- Because a family member or friend pressured them
- To gain leadership skills
- To get a change from being a leader
- To act out a fantasy
- To do their civic duty
- To earn academic credit
- To be with people who are different than themselves
- To keep busy
- The agency is geographically accessible
- To do something with a friend or family member
- To learn the truth
- To do one’s share
- To see that resources are well allocated
- For recognition
- To make new friends
- To explore a career
- Parenthood
- To demonstrate commitment to a cause or belief
- To help a family member
- As therapy
- To do something different than their daily job
- For fun!!!
- For religious reasons
- To keep skills alive
- To repay a debt
- To donate their professional skills
- As a family tradition
- To be challenged
- To be able to criticize without personal jeopardy
- Because there is no one else to do it
- To get the meals, transportation, or other benefits
- To assure progress
- To protect clients from an institution
- To feel good
- To have an impact
- Because their boss expects it
- To be part of a team
- To learn something new
- To be an advocate
- To gain status
- To get out of the house
- For freedom of schedule
- Because they were asked
- Because of who did the asking
- To test themselves
- As an excuse to do something they love
- For escape
- To become an “insider”
- To be an agent of change
- Because of their personal experience with a cause or problem
- Guilt
- Because of interest in or concern for the particular client group
- To gain access to services for themselves
- To experiment with new ways of doing something
- As an alternative to giving money
- To be a watchdog
- To feel proud
- To stand up and be counted
Volunteer Position Description Worksheet

Position Title: ___________________________________________________________

(Remember the word “volunteer” is a pay category, not a title!)

Description of Project/Purpose of Assignment:

Outline of Volunteer's Responsibilities or List of Tasks:
(Give potential and limits.)

Outcomes/Goals:
How will you and the volunteer know that the job is being done well or that the project is successful?

Training and Support Plan:
How will the volunteer be prepared for the work and oriented to the agency? Who will supervise/ be the contact point?

Reporting:
What reports will be expected, in what form and how often?

Time Commitment:
Minimum hours per week/month? On any special schedule? For what duration of time?

Qualifications Needed:

Benefits:
What will the volunteer get in exchange for service (tangibles and intangibles)?
1. **Starting Address (center of bull's eye):**
   Start where the volunteer will do this service.

2. Go to where the volunteer will work and walk around the block (or drive in a tight circle around the location).

3. **WRITE DOWN EVERYTHING YOU SEE.** Then repeat for one or two more outer rings.

4. Identify any number of ways the “neighbors” you found might help you to accomplish your recruiting goals.

---

### Volunteer Recruitment Proximity Chart

<table>
<thead>
<tr>
<th>What I See</th>
<th>Address/Contact Info.</th>
<th>Potential as Resource</th>
<th>Learn more</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Recruitment Technique Options

Social Media  *(See page 11 for more about online recruitment)*
- Online directories of volunteer opportunities
- Social networks, especially Facebook, LinkedIn, and Twitter
- Blogs, podcast, videos

Mass Media
- Television and radio
  - Commercial
  - Public/educational
  - Cable public access
  - Podcasts
- Newspapers
  - Major dailies
  - Daily and weekly local community papers
  - Special interest publications

Billboards

Special Circulation Publications and House Organs
- Newsletters of all sorts
- Company employee notices
- Organizational messages to members of any group or institution

Printed Materials
- Brochures
- Flyers
- Posters of various sizes for different places
- Inserts in mailings or handouts already distributed by others
- Special items such as bookmarks or placemats, to match a specific source

Public Speaking
- To organized groups (members already identify with each other)
- To random groups (audience is not already affiliated except for the shared interest of this class or event)
- Speakers Bureau

Slide Shows, Videos, Flash® Presentations
- To accompany speakers during a presentation
- As a stand-alone display at an exhibit
- Self-running whether viewed or not
- Viewer self-selects to see it

Continued…
Recruitment Technique Options (continued)

Booths and Exhibits
- At events sponsored by your organization
- At events already occurring in your community
- Volunteer Recruitment Fairs
- Bulletin boards of all kinds, especially in your own facility

Direct Mail
- Postal
- Electronic
  - Sent to many; sent to targeted few
  - Personalized by software or a real person

Registries of Volunteer Opportunities
- Online (see list at https://www.energizeinc.com/directory/voloppss/global) and offline
- Through a referral agency such as a Volunteer Center or HandsOn affiliate
- Single day of service lists

Referrals
- One-to-one outreach by current volunteers and supporters
  - This includes making use of social networking sites such as Facebook and LinkedIn, because they are based on expanding circles of the contacts of the contacts of the contacts of one individual
- Asking key community leaders, professors, organization officers, etc. to recommend a qualified candidate

National Toll-free Numbers (for a promotion campaign covering a wide geographic area)

Events You Create
- Public forums on topics related to your mission
- Using recognition events as celebrations that also reach out to new prospective volunteers

Unclassifiable
- Tailored to a specific recruitment site or acting on a creative idea. Real-life examples:
  - Reaching college students at a local tavern with clever beer mug coasters.
  - Appealing to people at a laundromat with small packets of detergent accompanied with volunteer opportunity literature and the note: “We wanted to help you do your wash so you’d have time to read about our services.”
Online Volunteer Recruitment

🔗 Your own Web site homepage comes first!!!!
- Are volunteers “visible” and findable?
- Are volunteer opportunities explained?
- Are current vacancies shown – and kept updated continuously?
- BE SPECIFIC with your “wish list”: skills, schedules, special needs.
- Can someone contact you via e-mail? Apply online?
- Are you using the Web site for recognition, training, and communication?
- Are you using photographs, audio clips, video or other tools to make volunteering real to the site visitor?

🔗 Recruit one or more volunteer “cyber deputies” to find and manage online resources for you.

🔗 Register your opportunities on every free site you can find — see list at: https://www.energizeinc.com/directory/volopps/global
- Avoid generalized, bland, “we need help” postings.
- Post as many notices as necessary to cover all the different assignments. BE SPECIFIC!
- Always include your Web site URL so that prospects can learn more.
- Update often! Delete filled or changed positions right away.
- Hint: Respond to any online inquiry within 72 hours at the most!

🔗 Do targeted outreach:
- Find places where people with mutual interests find each other: special-interest Web sites, newsgroups, online discussion forums. It’s target marketing heaven!
- Ask each site/group’s host or moderator how best to post information about why you particularly want this group to know about volunteering with your organization.

🔗 Make use of social networking sites (Facebook, LinkedIn, or anything that will come next!)
- Start by finding out which volunteers and staff already have active profiles and ask them to post about volunteer opportunities to their friends and followers.
- Investigate avatar-based environments such as Second Life.
- Give electronic “badges” or graphics that can be posted to a profile or on any Web site:
- Use micro-blogging (Twitter is one example) to put out calls to action if you need quick response

🔗 Create your own blog, podcast, and videos
- First, ask volunteers who already blog to mention volunteering with you in their posts (with a link back to the volunteer page on your organization’s Web site.
- On your own blog, post interesting volunteer-related stories people will want to read (not blatant recruitment pitches) – invite volunteers to be guest writers, include pictures, etc.
- Interview volunteers (and staff and clients) via podcasts, always including contact info.
- Make short videos for YouTube and other video-sharing sites showing activity by volunteers.