Volunteer Recruitment

How to Recruit the “Right” Volunteers
Learning Objectives

- Understand what recruitment is.
- List objections and barriers to volunteering
- Design an effective recruitment message.
- Describe characteristics of effective recruiters.
What is Volunteer Recruitment?

- A process to attract and invite people to *consider* volunteer involvement within your agency, faith community, or organization.
Organizational Barriers... Say What?

Until you identify and address people's possible barriers to volunteering within your organization, you will not reach your FULL potential in volunteer recruitment.

- Identify organizational barriers that may keep prospective volunteers from responding positively to opportunities to work in your organization.
- Now... Identify ways and means to overcome those barriers.
For volunteer recruitment to be successful, the needs of the organization and the needs of the volunteer must be met simultaneously.
Elements of the Perfect Invite...

- The recruitment invitation must, minimally, include 3 elements:
  - The statement of need.
  - How the volunteer can help.
  - Benefits of the position to the volunteer.
Invitation Example 1

- Statement of client need
  - They have gloves, bats and softballs, but no coach. Seventy-five challenged boys and girls are waiting for a coach.

- How to help
  - Don’t let them strike out. Join our Special Olympics Team! Call 1-800-Gold today!

- Benefits
  - You’ll never feel more appreciated (and you’ll get some exercise, too!).
Identifying the right person to recruit...

- It is important to get the right person in place as your volunteer recruiter/coordinator.
- Traits of a solid volunteer recruiter/coordinator:
  - Enthusiastic
  - Articulate
  - Ability to Connect
  - Others?
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