

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.