



## DEVELOPING A VOLUNTEER RECRUITMENT PLAN

### Plan the volunteer recruitment campaign

- a. Set up a volunteer recruitment committee to advise on recruitment planning process and assist with recruitment. Include lead volunteers, staff who supervise volunteers, representative from management, fundraising staff, and other stakeholders.
- b. Check preparedness to start recruitment:
  - Are volunteer positions for recruitment identified, position description written and system ready to accept new volunteer?
  - Are volunteers identified for lead positions to assist with screening and training a larger volume of new volunteers?
  - Do the volunteer position offer a wide range of choices and appeal to what current volunteers are interested in doing? For example, variety of times to volunteers, have highly skill positions as well as more general ones, ones involving direct care as well as behind the scenes work; include some leadership volunteer positions and project management, etc.
- c. Set goals for recruitment
- d. Develop recruitment plan (see below): positions to recruit, means for recruiting and assignment of duties for recruitment responsibilities. Determine which positions to do general volunteer recruitment and which ones to target for recruitment of specific skills and abilities.
- e. Prepare written and electronic materials for recruitment:
  - Update website
    - Add new volunteer positions to website
    - Review language to appeal to current volunteers
    - Update pictures, images and overall look of website
  - Update volunteer recruitment messages
    - General recruitment message to volunteer
    - Recruitment messages for specific positions
  - Update brief posting messages
  - Develop flyers and brochures and electronic messages as identified in the recruitment plan.

### The Volunteer Recruitment Plan

**1. General volunteer recruitment** - For positions that do not have highly specific skill requirements and positions where it is possible to recruit for a variety of positions at the same time

- a. Post volunteer positions on web recruitment sites
  - HandsOn Twin Cities or local volunteer center
  - Volunteer Match
  - Other web recruitment options for your community
- b. Provide current volunteers with materials to recruit new volunteers.

- Give printed recruitment materials to give friends. Make “wallet card” recruitment information for it to be easy for them to have it with them.
  - Set up system for drawing for prizes or some type of fun reward for people who successfully bring in volunteers
- c. Recruit from other networks connected to organization
- Provide Board members with recruitment materials and a fun incentive for recruiting
  - Work with development staff on means to recruit donors to volunteer
  - Develop a fun campaign for staff to recruit friends with prizes for staff who bring in the most new volunteers
- d. Recruit in neighborhood by organization
- Speak at neighborhood association meetings
  - Post recruitment flyers in neighborhood gathering spots
  - Submit articles to neighborhood newsletters/newspapers on volunteer opportunities
  - Enlist help of civic leaders in neighborhood to personally ask people to volunteer
- e. Work with affiliated/close by churches on recruitment
- Provide announcement for bulletins and flyers to post
  - Speak and church gathering
- f. Hold event to get people in your organization to create new impression and to create awareness of volunteer opportunities
- Ask recruitment committee plan the event – education program, resource fair or social.
  - Ask volunteer to speak on the what they get from volunteering
  - Have recruitment materials and ability to sign up right now
- g. Identify corporations and businesses to partner with for volunteer recruitment
- With development department explore ideas to propose for joint funding and volunteer involvement projects.
  - Identify other corporations and business to approach about recruiting volunteers.
- h. Identify schools and youth groups to work with to recruit interns, volunteers and service project
- Post volunteer positions on college on-line recruitment
  - Develop partnerships for ongoing “supply” of volunteers
- i. Participate in volunteer recruitment fairs
- Annual HandsOn Twin Cities recruitment fair at Mall of America/local volunteer recruitment fairs in your area
  - Neighborhood recruitment fairs
2. **Targeted volunteer recruitment plan** - For position that require specific skills or are not easily filled by general recruitment
- a. Develop list of position for targeted volunteer recruitment  
Positions that need specific skills and/or certain requirements you are seeking.
- b. For each position determine:
- Who would be qualified for and interested in this position?  
What is the description of someone who would be interested in the position? Is there are particular interests, occupations, hobbies, age, gender, time availability or educational level he/she would have?
  - Using this description, where could you find these types of volunteers?
    - Who is currently volunteering in this position? How did we find them?
    - Who would enjoy doing the position?
    - What occupations are related to the skills? What occupation do current volunteers in this position have?

- Who could learn to do it or have related skills?
- Who was educated in this position? What schools offer coursework related to the position
- Who would know of someone who is qualified to do this position?
- Who has a very different job that might find this of interest?
- Is there an association that would have people with the skills we are looking for?
- What would people who have the time availability we are looking likely be doing in other parts of their life?
- What would motivate someone interested in this position that we could use in recruitment materials?  
For example – building job skills, making an impact, socializing, career exploration, leadership experience, keeping productively involved, etc.
- What methods would be good for reaching them?
  - Who connected with organization could personally ask?
  - Current volunteer that could be promoted into the position?
  - Corporations or businesses to approach?
  - Websites or e-newsletters to post recruitment message?
  - Places to speak at?
  - Colleges to post position description to talk at classes?
  - Radio or TV stations for PSAs?
  - Places to put flyers?