

## Section 5: Recruitment

Recruitment is the process of enlisting volunteers into the work of the agency. Because volunteers give their time only if they are motivated to do so, recruitment is not a process of persuading people to do something they don't want to do. Rather, recruitment should be seen as the process of showing people they can do something they already want to do. In recruiting volunteers, you want to find people who are attracted by the challenge of the position and by achieving the results outlined in the volunteer position description.

You might picture the process of matching two sets of needs—those of the volunteer and those of the organization.

### 5.1 Ways to Recruit

An Ambient recruitment campaign is designed for a “closed system,” that is a group of people who have a high existing sense of self-identification and connectedness. Examples include:

- A school
- A corporation
- A profession
- A church congregation
- A neighborhood
- A military base

#### Resources include:

- **Local companies:** Contact local businesses to educate them about your organization's mission and ways their employees can help you achieve it. Many companies allow employees to volunteer a specific amount of time during work hours. Also, for group recruitment, a volunteer project is a great morale boosting, team-building experience for a company's employees.
- **Schools:** Most schools now have a community service requirement to graduate. By contacting schools and working with them, you can recruit ongoing volunteer assistance and help avoid the end of the semester rush to complete service hours.
- **Service organizations such as Kiwanis and Rotary Clubs:** These groups frequently have guest speakers at their meetings. This is a great way to educate the members about your mission and recruit volunteers.
- **Court system:** Minor offenses often lead to assignments of community service
- **Girl Scouts and Boy Scouts:** These groups do not only offer help to your organization and special skills, but also the opportunity for you to provide education on hunger for them.
- **Churches and other religious organizations:** Provide the opportunity to make closer relationships with your community
- **Brokered recruitment** Provide volunteers for community efforts.

**Possible groups with whom you can form connections include:**



**Hands on Twin Cities:** HOTC is a nonprofit organization committed to promoting and facilitating meaningful volunteerism, education and leadership development in the Twin Cities Metro Area.

Becoming an affiliate Partner is simple, fill out the application provided here and attend an orientation session.

Click [here](#) to register. Space is limited.



**Volunteer Match:** VolunteerMatch helps thousands of organizations recruit volunteers every day. Regardless of your volunteer needs, they can help. As a VolunteerMatch member, you can post your volunteer opportunities, track your interested volunteers, and increase the visibility of your organization

and more! Registration is free, and only takes a few minutes.



With funding from the Walmart Foundation, VolunteerMatch is making it easier for nonprofits focused on food security to get the help they need. By adding your organization to the map, volunteers will be able to log on and find a food shelf closest to them to volunteer.

## 5.2 Social Media

Volunteer engagement is changing. It is important to realize what it is you need to know about social media as a coordinator of volunteers. How can you use social media to promote your volunteer opportunities and recruit volunteers?

**Watch this:** [Social Media Revolution 2013](#)

### Social Media Strategy

Develop a Project Scope and Timeline to Include:

- Evaluation of current social media sites
- Determine which social media sites would work best for your organization
- Identify the content that you want to share
- Develop a timeline for when and how you will engage your social media communities
- Make sure the community you are serving is aware of how to use social media tools

## Engagement Strategies

- Understand your audience
- Write about things that are important to your audience
- Balance what they want with what they need to know
- Ask questions
- Analyze results and make adjustments that make sense according to your objectives

## Social Media Top Three



Twitter -Without a doubt the best way to share and discover what is happening right now



Facebook-Help brands and organizations build a presence, grow a community and support a cause



YouTube - Through video provides a forum for people to connect, inform and inspire others in a real-time information network

## Social Media Tips

- Know your audience
- Be consistent with your posts
- Listen to your audience
- Be creative when telling a story
- Engage your audience in the storytelling process

## 5.3 Succession Planning

Succession planning is a very important aspect in the sustainability of your organization. We

know that life happens and we may lose volunteers for all kinds of reasons, even the ones who have been with us for many years. Your organization should consider succession planning and it should begin now.

Here are a few key points to keep in mind:

**In order to be fully effective, succession planning should be more than a stand-alone initiative.** When developing succession planning strategies, they need to fit within the overall strategic direction of the organization. This helps strengthen the organization's capacity for long-term sustainability.

**Succession planning is not just an HR initiative.** Everyone needs to be responsible for identifying strong leaders within his or her organization and helping them develop in preparation for the next step in their career.

**The “fear of being replaced” needs to be substituted by a “desire to be replaced”.** Staff need to embrace the opportunity to mentor and prepare aspiring individuals to step into his or her position. Even if they are not retiring, this enables them to perhaps advance into another position in their own career path.

**Succession planning may need to include looking outside of the organization.** Although it is preferable to be able to develop individuals from within the organization, it is not always possible or realistic for a variety of reasons. In these cases, the organization may need to look outside of itself to recruit new talent.

**Succession planning should be an ongoing process.** Revisit succession plans regularly to ensure that they are being followed, and make adjustments as required.