

# Tips from Your Minnesota Colleagues

***Personal asks are the best way to recruit a volunteer, but it's still important to make the community aware of your volunteer opportunities. Here are some things that your Minnesota colleagues recommend!***

- ✓ Use resources on the world wide web -- Volunteer Match is great! After a position has been listed for a while, take it off, then add another identical one but with a different name so it will go to the top of the list as a recently submitted position.
- ✓ Become an affiliate of your local volunteer center.
- ✓ Be known to other volunteer programs so that if someone comes to them but isn't a fit or needed, the other program can refer them to you - and do the same when the potential volunteer isn't a match for your program.
- ✓ Become known to the schools as a good place for youth volunteers -- parents are impressed and remember this and spread the word.
- ✓ Do a good job of following up on letters regarding hours, references, scheduling, etc. It will do wonders for your program's reputation!
- ✓ Be certain your current volunteers are aware of additional opportunities for volunteers - they may want to do more - and they are the best recruiters of friends, neighbors, family.
- ✓ Have a good program that truly respects the volunteers and is fulfilling for them - they'll stay - and they'll tell others!
- ✓ Take another look at your routine position descriptions of volunteer needs - jazz them up!
- ✓ Place a notice in a the Community News section of your neighborhood paper for your next orientation session (at least 2 weeks in advance) with a request for pre-registration - and also note who to contact for more information about volunteering at your organization. Papers will often run this because they see it as an "event!"
- ✓ Check out the colleges and universities in your area – departments that recruit volunteers and interns. Students with an interest in the mission of your organization may want to "build resume" by volunteering or interning at your organization.
- ✓ Work with high schools for community service projects; often the students will stay on as active volunteers.
- ✓ Join your local network of Volunteer Resources Leaders – learn from your colleagues!
- ✓ Talk with large employers located near your organization; they may help promote your opportunities to their employees or retirees.
- ✓ Write a press release or newspaper blurb advertising your organizations volunteer opportunities or orientation sessions – send to as many other organizational newsletters as possible.
- ✓ Check out county work readiness programs and community colleges – participants and students are always looking for employer placements.
- ✓ Did you know that students receiving financial aid through their local college or university many have the option of doing their "work study" placements off campus? Call the financial aid office or the community service office of your local college.
- ✓ Post a notice at Curves!

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## **Volunteer Impact Leadership Training Series 2-15-08**

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