



**SERVICE UNITES**  
CONFERENCE ON VOLUNTEERING AND SERVICE  
JUNE 27-29, 2016

## Targeted Volunteer Recruitment

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# Targeted Volunteer Recruitment

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# 71% of people will volunteer when asked

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## Broad Based Recruitment

☐ Best for jobs that don't require specific characteristics or qualifications

☐ Most helpful for short term volunteers

☐ Successful when mass communication is used


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# Targeted Recruitment

- ☐ Clearly defined audience
- ☐ Recruitment is matter of tracking down the right person
- ☐ Best when specific skills are necessary

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# How would you sell this?

- To a student athlete
- To a mother with a newborn
- To a businessman/woman



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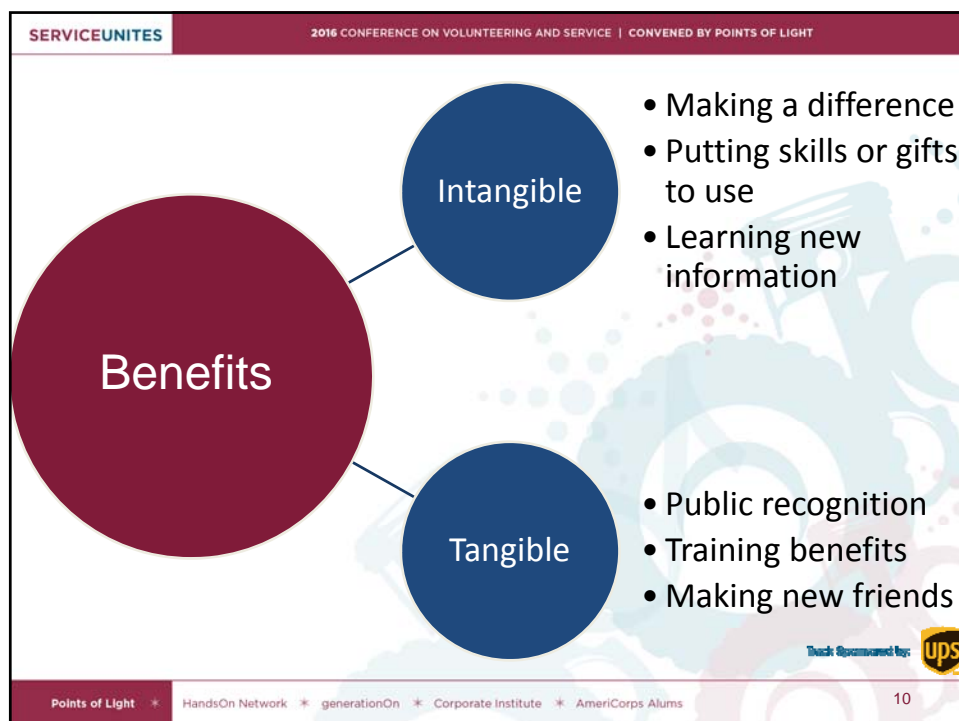
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# Key pieces of your targeted recruitment approach

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```

graph TD
    Media[Media] --> Where((Where?))
    EVERYWHERE[EVERYWHERE!] --> Where
    One-on-one[One-on-one] --> Where
  
```

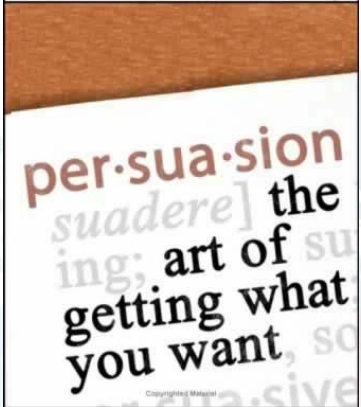
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## Everyone is a recruiter

- Train your current volunteers
- Empower other staff
- Client initiated asks



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## Messages that attract



- Testimonials
- Convey importance
- Show your program is fun and impactful
- Exclusivity

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## Messages that do not attract

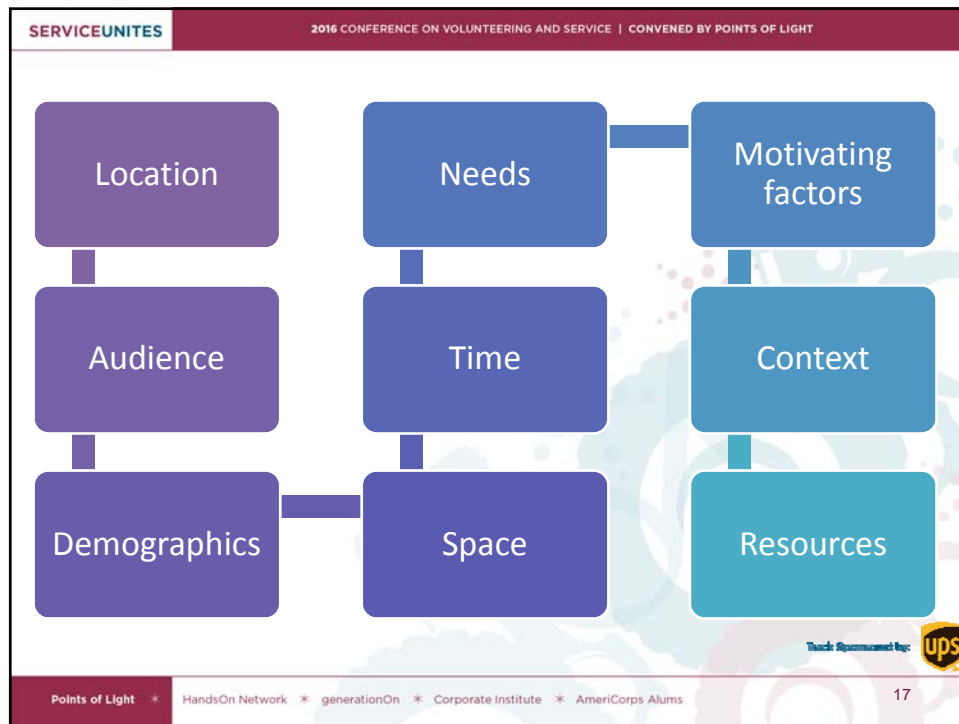
- We need = we're desperate/ no one else will
- Annual reports
- Boring photos
- We have lots of work to do!
- Anyone can do it

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Monthly Recruitment Worksheet				
Month:				
Goal:				
Ideal Volunteer Characteristics:				
Target Audience:				
Activity	Approach	Resources Needed	Person Responsible	Date Completed
Brochure/flyer placement				
Monthly newsletter				
Display tables				
Press release/PSA				
Personal ask				
Organizational presentation				
Update website				
Update online volunteer opportunity databases				
Local media				
Current volunteer ask				





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One of the  
**most effective** recruitment  
 methods  
 is providing  
 current volunteers with a  
**positive experience.**

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