



# The Psychology of Volunteer Recruitment



# **Detroit** | **SERVICE UNITES**

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# The Psychology of Volunteer Recruitment

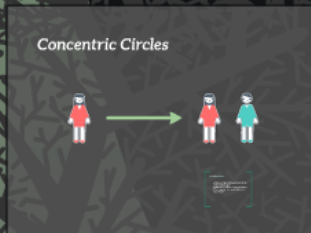
The background of the slide features a dark green gradient with stylized, black, hand-drawn tree branches and leaves scattered across it. The branches are thick and angular, with some smaller, thinner branches extending from them. The leaves are represented by simple, dark green shapes.

## Questions to Ask Before Starting...

- *Where are we now?*
- *Where do we want to be?*
- *Who (and what) do we have now?*
- *Who (and what) do we need?*
- *How will we find the people we need?*
- *How will we ask them?*



# 3 Types of Recruitment



## Targeted Recruitment



What type of recruitment method is this?  
Which of the three methods did it follow?

# Warm Body



# Concentric Circles



Contingent on ...

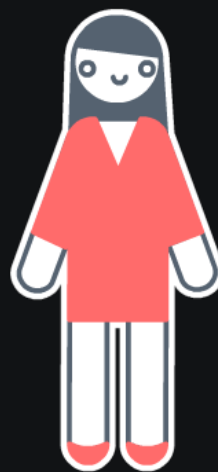
- Volunteers' psychological ownership of the organization
- Volunteers' pride in the organization
- The respect experienced within the organization

## *Contingent on . . .*

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- **Volunteers' pride in the organization**
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# Targeted Recruitment



- ? What have you done for recruitment that has worked?
- ? Which of the three method(s) did it utilize?



*What have you done for  
recruitment that has worked?*



*Which of the three method(s) did  
it utilize?*

# Building Volunteer Personas

- ★ *Target your market & content*
- ★ *Personalized, meaningful messages*
- ★ *Clarity on how to reach potential volunteers*

Background	job, education, family, hobbies
Demographics	age, gender, etc.
Identifiers	buzz words, distinguishing qualities
Communications	preferred methods, online activity
Connection	to your org (current or potential)
Goals	for volunteering, what gives satisfaction
Challenges & Objections	why can't they volunteer
Your Solutions	to overcome their challenges & achieve their goals

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# Messages that Inspire Action

*Working with human nature...*



Why people give (and don't give) to our causes:

- The identifiable victim
- Parochialism
- Futility
- The diffusion of responsibility
- The sense of fairness






What we can do about it:

- ✓ Use powerful images; tell compelling stories
- ✓ Focus on one person served
- ✓ Create a feeling of community and fairness
- ✓ Show the interconnection
- ✓ Show the impact of a volunteer's service
- ✓ Use statistics in a concrete, human and creative way

Teaching Non-Volunteer Motivation  
Arlene Kagan, a professor of psychology at the University of California, Berkeley, has written a book on this topic. See her website at <http://www.berkeley.edu/~kagan/>



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# *Tapping into Volunteer Motivations*

- Anticipation of pride and respect
- Recognition of their unique value
- Clarity and certainty
- Match of expectations
- Behavior control
- Volunteer Functions Inventory (Clary & others)

VFI: 6 key motivations

- ★ Values
- ★ Career
- ★ Understanding
- ★ Enhancement
- ★ Protective
- ★ Social



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# Tactics to Influence

- ✓ *Reciprocity (return the favor)*
- ✓ *Scarcity (things are more valuable)*
- ✓ *Authority (follow a leader)*
- ✓ *Commitment (to behave consistently)*
- ✓ *Social Proof (follow the crowd)*
- ✓ *Liking (follow peers)*



• Robert Cialdini

# Create a Strategic Recruitment Campaign

- *Persona: Create your marketing message and plan for communications*
- *Incorporate:*
  - *Volunteer motivations*
  - *Tactics for influence*
- *Identify what you will do differently*

Great Volunteers  
Next Exit 



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# THANK YOU!

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