

# Volunteer Recruitment

## **Recruitment Ideas**

- Ask people to volunteer. Most people don't volunteer because no one asked them.
- Create your message
  - What is the job description
  - What are the skills required
  - What is the time commitment
  - What is the benefit to your organization
  - What benefit do they receive from volunteering
  - What kind of message will inspire them
  - What kind of impact can they make
  - Why would someone want to volunteer in your program
- Advertise your message

## **Top 20 Factors Important to Volunteers**

*List From: Volunteer Management, by Rick Lynch & Steve McCurley; adapted by Diane Venzera*

- Helping others
- Clearly defined responsibilities
- Interesting work
- Competence of supervisor
- Supervisor guidance
- Seeing results of their work
- Working with a respected community organization
- Reasonable work schedule
- Doing the things I do best
- Suitable workload
- Freedom to decide how to get the work done
- Chance to make friends
- Pleasant physical surroundings
- Opportunity to develop special skills/abilities
- Challenging problems to solve
- Convenient travel to and from volunteer work
- Opportunity to work with professional staff
- Volunteer recognition
- Adequate reimbursement for out-of-pocket expenses
- Chance to move to paid employment

They need to feel that how they are spending their time connects to the overall mission of the program.