

# Recruiting Volunteers



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Top Management Assistance

# Recruiting Volunteers

"It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity, it was the season of Light, it was the season of Darkness, it was the spring of hope, it was the winter of despair..."

"Tale of Two Cities"  
Charles Dickens

# Trends Impacting Volunteer Recruitment

1. Baby Boom generation's decisions of how to spend their leisure time will continue to have significant impact
2. Use of technologies and overwhelming use of all types of social media
3. Sense of societal stress and access to so many options continues to make "time" a precious commodity



# Trends Impacting Volunteer Recruitment

4. Changing definition and structure of families  
is creating new segments



5. Business focus on social responsibility,  
quality of work life, career enrichment



6. Significant alterations to work styles, patterns and  
decentralization of work force



7. Interest in more short-term, specific duties than  
long term commitment to the organization



# Top Seven Deadly Mistakes

1. Lack of a strategic framework for the organization...
2. Failure to develop a specific position/role description...
3. Warm bodies versus capabilities...

# Top Seven Deadly Mistakes

4. Relying on traditional media to advertise ...

5. Failure to integrate the personal touch...

6. Failure to do the background check...

7. Being vague and obtuse when explaining the expectations...

# Elements Of Recruitment Strategy



# Elements Of Recruitment Strategy



- Why would someone want to volunteer here?
- What mix of skills and capabilities do we need?
- What outcomes do we need them to produce?



# Elements Of Recruitment Strategy



- Where are they located?
- What are the best channels to reach them?
- What is the process for selecting them?

What are some common sources of volunteers?



# Elements Of Recruitment Strategy



- What message fits with which method?
- How do we present a compelling vision?
- What types of “satisfaction can we provide?

# Elements Of Recruitment Strategy



- What sources had the best/worst yields?
- How does it correlate with retention?
- What lessons are we learning

# Sourcing Decisions

- Senior Volunteer programs
- Colleges & Universities
- Service learning and community
- Senior Centers / Retirement Homes
- Religious Groups
- Professional Organizations
- Service Clubs
- Executive Service Corps for Management Volunteers
- Alumni Groups Sororities /Fraternities
- Corporate Volunteer Programs
- Fairs/Open Houses
- Social Media

# Some Volunteer Websites

- [Idealist.org](http://Idealist.org)
- [NetworkforGood.org](http://NetworkforGood.org)
- [VolunteerSolutions](http://VolunteerSolutions) (<http://volunteer.united-e-way.org>)
- [Volunteers of America](http://Volunteers of America) ([www.voa.org](http://www.voa.org))
- [VolunteerMatch.org](http://VolunteerMatch.org) [PointsofLight.org](http://PointsofLight.org)

# Some Social Media Examples

- 1. FACEBOOK:** Use your fan page to recruit volunteers, post volunteer opportunities, and recognize those who give of their time. Create a group page to build a community among your volunteers.
- 2. TWITTER:** Post volunteer opportunities. Recognize the work of your current volunteers.
- 3. FLICKR:** Upload photos from recent volunteer activities. Create a group where volunteers can share their own photos with their friends and colleagues.

# Some Social Media Examples

**4. LINKEDIN:** Invite volunteers from your activities and events to join your network. Ask them if you can contribute recommendations on their profiles.

**5. BLOG /WEBSITE:**

Spotlight individuals or teams that volunteer. Share information about upcoming volunteer opportunities.