A Volunteer Recruitment Plan

Keep in mind that recruitment is a PROCESS. Use these steps to frame your approach for one volunteer role where you might be having recruitment challenges.

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| **Focus area**  | **Comments or Ideas**  |
| Organization’s Mission Statement  | *What is our mission and what value do volunteers bring to help us accomplish it?*  |
| What volunteer role are we having trouble recruiting for? | *Why are we having trouble getting volunteers to do this role? What reasons do they give? Can we see any barriers? Is it unappealing or challenging?**Is there something we might do to make it more appealing or alter it/or adapt it or change it?*  |
| Volunteer Position/Opportunity Description  | *Once we have created the role, use the template to write it up.*  |
| Who would be our ideal candidate?  | *What might this ideal person be like? Are we looking for a team player, any specific skills or educational level, any age specific? Is there something/quality more important than others? E.g. would a love of the arts be foremost or not?*  |
| Identify the organizations, agencies, groups in our community where we are most likely to find this volunteer(s). Build a Mind Map  | *Think about a broad range of groups. Use the idea of the ‘mind map’ to map out individuals or groups to approach. Think beyond who you have usually tapped: E.g. are you talking with schools/arts programs? Are you talking with the local Chamber of Commerce? Are you speaking to corporations/business? Are you networking with other arts groups in the community and might share volunteer roles? Think about partnerships? Are there new ways to get the work done differently?*  |
| Communications & Marketing  | *Identify how and where you will get this opportunity posted and communicated to the community so that it can be seen/heard by the right people.* *Do we use social media? How do we use our web site? What free PR services are available in written or voice media?*  |
|  | **Direct Ask** – *is there anyone who comes to mind immediately to ask? Do we have some passionate volunteers who might become speakers to others to recruit? Or could we get some testimonials to use from current volunteers?*  |
|  | **Indirect Ask** – *what do we do on our web site to attract volunteers? Are we posting opportunities? Can they apply online? How easy do we make it to volunteer? What other social media might we get involved with? (can we recruit a young person who might help us with this?)* |
|  | **Delegated** – *Do we have a volunteer bureau or other non-profit network who we could advertise with/through?*  |
|  | **Targeted** – *now that we have the detailed position, let’s brainstorm who we know in the community that we could approach directly? Who might be the best person to do the approaching? What support will they need?*  |
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| Evaluation  | *Once the plan has been implemented. What worked and what did not work?* |