

Recruitment ideas from August 17, 2022
Power of Connection “Rethinking Volunteer Recruitment”
Regional Webinar

“If you don’t ask, the answer is always no.”

- Make personal phone calls to volunteers for certain assignments or that haven’t come back yet.
- Create fliers about Volunteer Opportunities to have staff and volunteers take out into the community to share (i.e. church, business meetings, grocery stores, colleges/schools, other events, etc.)
- Have “Open House” for volunteers to bring their friends to hear about hospital volunteer opportunities and to get them signed up to volunteer.
- Tell volunteers they will receive a \$10 discount at the gift shop if they refer a new volunteer. Ask new applicant to put who referred them on the application form.
- Create remote volunteer opportunities for those that aren’t willing to volunteer at the hospital. (i.e. make phone calls to volunteer, virtual meetings for planning an event, help write thank you cards or birthday cards, etc.)
- Create “position” (not job) descriptions to explain the volunteer position. This will help new volunteers understand what is expected and will be more apt to continue or try the volunteer position.

- Have table/booth at town functions (concerts in the park, church picnics, local festivals, etc.)
- One group uses Teams for Meals on Wheels - There is an A team and a B team who work out among themselves which individual will be there.
- Easier to recruit volunteers for events which don’t have the same level of regulations.
- One organization allows a one-day commitment to try it out without having to do the full registration and training.
- Take home opportunities – craft kits for families who create something for patients, writing newsletter articles, creating packets.
- Word of mouth is best advertising. Facebook ads (Paid boost).

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- **Reach out to volunteer coordinators.** Some larger corporations have volunteer coordinators. A volunteer coordinator’s job is to manage the company’s charitable presence in the community. This means they can be a great resource for helping you find a large number of volunteers quickly or to set up regular corporate volunteering days.
- **Identify companies who offer VTO.** Volunteer time off is a type of paid leave that employees can use to volunteer for approved nonprofits or other charitable organizations. VTO can help incentivize people to donate their time to your organization, so try reaching out to companies who offer VTO to promote your volunteer program.
- **Partner with local media.** Get the word out about your volunteer program by working with the local media in your area. There are a number of media outlets you can use to publicize your program, including:
 - TV or radio stations
 - Newspapers
 - Magazines
 - Local bloggers or social media influencers

No matter what outlet you think might suit your target audience best, here are two tips that can help you work with the media to recruit volunteers:

Pitch a story. Newspapers, magazines, and blogs focus on storytelling. Frame your need for volunteers as a story that reporters or bloggers can tell and share with their audiences. For example, you might share the history of your organization and your annual gala with a local newspaper reporter, explaining that you need two dozen more volunteers for the event this year. The reporter can then tell the story of your organization *and* publicize your need for volunteers, helping them meet a deadline and helping you get the volunteers you need.

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A good way to strengthen your identity is to tell stories about the subjects of your organization and also existing volunteers. Let your audience know more about them. This makes existing volunteers feel special as well as helping to show the outside world the human side of your organization. And, if potential volunteers who have read these stories feel they have something to contribute or can relate to the stories, they are more likely to say yes to your request for help.

- Boost recruitment through partnerships with other local clubs, service organizations
- Post need - “ad” online, Facebook, Instagram.
- Build business relationships- for employees to volunteer and getting the word out for the need
- Befriend the local radio station and newspaper (i.e. purchase radio time and then ask for a time to “visit” with a talk show host /Buy ad in the newspaper and then ask it to write a feature article about your events
- Bring a friend to a meeting, activity, or fundraiser
- Reach out to Faith organizations/ Put flyer up if you can/ Ask them to put activity or need in their bulletins
- Engage marginalized community members with activities or help. Many want to be a part of the community and maybe have time to commit.
- Create challenging and meaningful work for volunteers. Express the need.
- Serve treats. Have someone volunteer to bring treats to the next meeting to guarantee s/he will return.
- Have an open house, recruitment tea, potluck, learning event (ex. Go Red for Women lunch with speakers to engage community members
- Publicize and hand out flyers at every event and at a location in your health care facility.
- Have an elevator speech ready to give at church fellowship, neighborhood get-togethers.
- Communicate effectively and clearly what is needed and how to do it.
- Make tasks easy. Perhaps, only asking for one event.

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- Send emails to managers, admin, and staff about your events. Ask them to publicize to friends who will have fun and join your organization.
- Thank, thank, thank everyone. People remember gratitude for up to 90 days!
- Plan some fun, random stuff!
- Publicize your successes. People want to be a part of a winning organization.