

# Volunteer Recruitment Tip Sheet

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## Recruiting Volunteers

Volunteers are an essential resource for organizations to serve their client base and accomplish their mission. However, it is sometimes challenging for volunteer managers to find the right person for each volunteer position and to connect with enough potential volunteers to meet the organization's needs.

A **Volunteer Recruitment Plan** assesses the resources (tools, data, materials, partners, etc.) your organization already has in place and identifies the additional resources needed to accomplish your recruitment goals over the short and long term. Your plan should summarize:

- The minimum number of volunteers you need to recruit within a specified time-frame;
- Who you want to recruit and why. Define the minimum criteria for accepting a volunteer application (i.e. age, gender, location, special skills or lived experience, time-commitment, etc.) and what purpose each volunteer position will serve;
- The number and type of recruitment campaigns (distinct recruitment strategies) planned;
- How much staff-time, materials and/or money are available and what more do you need; and
- What success looks like to you. Will you measure the effectiveness of this campaign by the number of people who contact you, the number of people who volunteer, the number of volunteer hours contributed, the cost to recruit each volunteer or in some other way.

Volunteer recruitment takes time, planning and much more than just a cool brochure. You may need to host multiple recruitment campaigns each defined by their own timing, location/medium, purpose, cost, staffing needs, etc. to achieve your recruitment goals. Each recruitment campaign will require at least some of the following resources:

- Raw materials (good quality logos, photographs, text, stories, videos, etc.) that conform with the message and/or brand requirements established by your organization and/or partners that can be adapted to create publications, presentations or press releases;
- Marketing materials – existing brochures, posters, post-cards, banners, swag, etc.;
- Social Media Channels – organization-managed accounts on Linked-In, Instagram, Twitter, etc.;
- Volunteer application forms in multiple formats (hard-copy, fillable pdf, website form, etc.);
- Volunteer position descriptions with clearly defined terms of engagement – informing volunteers if the position is a short-term role with minimal level screening/training/support (i.e. event-based) or a long-term role with maximum level screening/training/support (i.e. board members, client support, front-of-house, etc.);

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- Recruitment personnel – qualified people who can speak publicly and answer questions about volunteering with your organization at recruitment events, information booths, open houses, etc.; and
- Volunteer screening personnel – qualified people who can screen and train the volunteers recruited through each campaign.

**Top Tip: Ask all of your volunteers how they heard about your organization**

## Recruitment Materials

The invitation to volunteer with your organization should be:

- Welcoming – consider how potential volunteers will feel when they see or hear your call for help. Recruitment materials should reflect your values around diversity and inclusion;
- Accessible – distribute your recruitment materials across multiple marketing mediums and formats (print/radio, social media, posters/brochures, information booths) so you can reach people with different preferences for how and where they gather community information; and
- Informative – provide enough information for potential applicants to know who you are, what you need, and how they can become involved with your organization.

## Extend your Recruitment Reach

Broaden your recruitment reach by sharing your call for volunteers across multiple mediums, partnering with experts, and asking for help from people you know and people you don't. Share the invitation to volunteer with your organization through:

- **Volunteer Centres** – put the expertise of your local Volunteer Centre to work for you. Their purpose is to inform volunteers about available and appropriate volunteer positions;
- **Traditional Media** – newspapers/magazines, radio, TV ads, editorials and community postings;
- **Social Media** – Facebook, Twitter, Instagram, Linked-In, etc.;
- **Paid Online Sites** – invest in Google Ad Words or Facebook boosts that can target audiences
- **Word of Mouth** – ask your volunteers to speak publicly about their experiences with your organization at local events, through community connections or social clubs, submit articles for publication, or invite their friends to join them in a volunteer activity they find meaningful;
- **Corporate Partners** – ask funders or sponsors to consider allowing their staff to volunteer for your organization as a group to support a single-day event or make it possible for individual staff members to volunteer during work hours on an on-going basis; and

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- **Targeted Recruitment** – call the subject matter experts. Fill a specific volunteer role with someone you know will have the skills and/or experience you need by directly recruiting them through post-secondary institutions, professional associations or affiliated businesses.

A well executed volunteer recruitment plan should help your organization maximize the benefit of existing recruitment resources, assess the work-load that comes with opening and closing each recruitment campaign, be realistic about what's feasible and creative about what's possible, and help devise more effective recruitment strategies moving forward.

## More Resources:

<https://ctb.ku.edu/en/table-of-contents/structure/volunteers/recruiting/main>

Diversity, Equity and Inclusion: <https://www.youtube.com/watch?v=7mywXXsFFcA>

## About Volunteer Victoria

The Greater Victoria Volunteer Society, more commonly known as Volunteer Victoria, is a volunteer centre and hub to help volunteers, volunteer managers, and volunteer-led organizations.

### Our mission is to *inspire and empower volunteerism!* We:

- Help volunteers and volunteer-led organizations
- Build and share knowledge through the delivery of professional development, training, learning and networking opportunities
- Offer specialized services and resources that advance the quality of volunteer programs and build capacity
- Treat all members, volunteers, partners, staff and stakeholders with fairness, dignity, and respect
- Provide welcoming spaces that embrace diverse ideas, knowledge, cultures, and experiences

## Contact Us

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