

# Volunteer Recruitment Plan

## Step 1: Determine your recruitment goals.

For which volunteer roles are you recruiting?	What do you expect volunteers to achieve?	How many volunteers do you need?

## Step 2. Consider what may attract or repel volunteers.

<b>A. What might attract volunteers?</b> <ul style="list-style-type: none"> <li>• <i>Why is this important?</i></li> <li>• <i>Will I enjoy this?</i></li> <li>• <i>Will I like the other volunteers?</i></li> <li>• <i>Do I want to spent time in this organization?</i></li> </ul>	<b>B. What might you emphasize to increase someone's interest in volunteering for your organization?</b>
<b>C. What might repel volunteers?</b> <ul style="list-style-type: none"> <li>• <i>Not interested in your mission</i></li> <li>• <i>Concerned about what they may see, experience, etc.</i></li> <li>• <i>Timing, location, or other logistical issues</i></li> <li>• <i>Real or preconceived notions about your organization</i></li> </ul>	<b>D. What might you change or message around to make it attractive?</b>

### E. Gather data on what is currently happening

- Ask current volunteers what **attracted** them? What helped them commit or overcome obstacles?
- Ask those who didn't proceed what **caused them to step out**? What could have helped them proceed?

### Step 3: Identify the skills and qualifications needed.

What skills or qualifications do volunteers need to possess in order to perform this position effectively? (Including schedule availability, physical requirements, etc.)	Is there any flexibility in any of the requirements?

### Step 4: Imagine the ideal volunteer for the position.

<b>Demographics</b> <i>Who is this person? How old are they and where are they in their life?</i>	
<b>Employment</b> <i>What does this person do for a living? Are they a student?</i>	
<b>Interests and Hobbies</b> <i>What does this person enjoy? What do they do in their spare time?</i>	
<b>Beliefs and Values</b> <i>What is important to them? What are their values and beliefs? What words/phrases might appeal to them?</i>	
<b>Motivations and Desires</b> <i>What might motivate them to volunteer?</i>	
<b>Potential Barriers</b> <i>What might keep them from volunteering? What might make it difficult for them?</i>	
<b>Availability</b> <i>When might they be available for volunteering? Weekends only? Certain times of year?</i>	

**Step 5. Brainstorm where you can find the ideal volunteer.**

Where might you find someone with the skills/characteristics you need?	
Where does this person like to go?	
Where does this person get their information?	

**Step 6. Craft a compelling “ask”.**

<p><b>Draft a marketing “ask” for this position, including:</b></p> <ol style="list-style-type: none"> <li>1. Include a catchy title</li> <li>2. Focus on the volunteers' needs and desires (NOT on your org needs)</li> <li>3. Paint a picture of the opportunity/experience</li> <li>4. Include clear next steps</li> </ol> <p><b>How might you test the message?</b></p>	
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**Step 7. Promote the opportunity.**

List all the ways you will promote this opportunity—including online channels, physical locations in the community, particular people or communities you may want to network with, etc.

Where to Promote or Who to Reach Out To		

### Step 8. Be ready when someone says “yes.”

Are you ready to engage prospective volunteers responding to your recruitment efforts? Are all team members prepared to monitor emails, phone calls and questions on social media? How quickly are team members expected to respond to volunteer inquiries—what can be automated?

What steps do you need to take to ensure readiness?

### Begin Recruiting!

List the key next steps you will take to launch your recruitment effort for this position.

Tactic	Who	By When