

Recruiting Volunteers

Attracting high-quality volunteers is essential for achieving positive outcomes. If recruitment is a struggle, you're not alone; it's a common challenge for volunteer engagement professionals. Here are some helpful tips for recruitment.

ASSESS YOUR OPPORTUNITIES

Recruiting is never the first step. Before inviting volunteers to join your mission, ensure you are ready to engage them with meaningful roles.

Key considerations:

- Is the pathway to volunteering clear?
- Are the benefits of volunteering clearly stated?
- Is the role enjoyable or clearly linked to impact?
- Are there barriers to involvement that need to be addressed?

MAKE THE ASK

A generic ask creates diffusion of responsibility and leaves people thinking “someone else will help.” Consider personalizing your message to resonate with potential volunteers. Creating a specific, targeted ask to attract the right volunteers will make it easy from them to say yes!

FIND A CHAMPION

Find a trusted community voice or group of leaders to encourage participation in your mission. These champions can act as advocates, helping to spread the word and inspire others to join. They bring credibility and can reach audiences you might not access on your own.

BUILD PARTNERSHIPS

Creating value-aligned partnerships with schools, churches, businesses, or civic groups can help secure a steady flow of volunteers. Collaborating with these organizations builds trust, fosters community, and provides mutual benefits and visibility for your cause.

CREATE A CAMPAIGN

Recent research shows that campaign recruitment rather than open enrollment is the most effective strategy for recruiting volunteers. Set a timeline, create a goal, and focus your energy on recruitment at specific points throughout the year. You can go a step further to plan events or initiatives around your campaigns to draw attention and generate enthusiasm.

