

## Recruitment that works:

**Nearly 50 percent of people volunteer because someone asked them. Therefore asking, in whatever way you do that, is the most effective way to recruit volunteers.**

### **Broadbrush recruitment: (also known as Warm Body recruitment)**

Broadbrush recruitment is finding ways to cast a broad "come one come all" net. It can include utilizing print and broadcast media, flyers and brochures distributed throughout the community, billboards, booths at community events, websites, and Volunteer Center services

Other ideas:

- Offer a one time group opportunity and then try to recruit those volunteers to come back.
- Direct mail---do an occupant mailing
- Flyers mailed to service clubs and special interest groups
- Send announcements for church bulletins
- Create a business partnership
- Take advantage of large scale volunteer activities such as Youth Service Day, or Day of Sharing.
- Volunteer fairs
- Speeches to service clubs

### **Targeted recruitment:**

This recruitment technique looks at the special skills needed to perform a specific volunteer job and then recruits volunteers for those jobs based on where the individuals are who are most likely to have those skills.

- For example, if you need a volunteer to take pictures at events, consider 4-H youth who are taking photography as one of their projects, local photographers, college or continuing education students taking photography courses.
- If you need tutors in the sciences, look to medical professionals, retired teachers, and college students in advanced science courses.
- If you need a volunteer to develop a website, look at local website companies and students who are learning website design.

### **Concentric Circle recruitment**

This approach utilized the advocates you already have for your cause or program. This is **one of the most effective techniques** because it builds on people who care about what the program does, and sends them out armed to ask their friends, family, and co-workers to volunteer.

Start by drawing a circle in the middle of the page and put the agency/program in the middle of that circle. Then draw a second circle around that and write in the names of your program's existing board, committees, and volunteers. Pull those people together. Offer them some refreshments. Talk about the volunteers you need for the project you want to complete and what that project does for the client population and for the community. Challenge them to each ask 2 to 5 people by a certain date. You can do a simple exercise with them to help them list people they can ask. They should go armed with a simple quarter page application on a card that allows them to get contact information from the potential volunteer. Call each person at least once to find out how it's going and offer suggestions if they're running up against obstacles.