

Things to Remember:

- Best recruitment tool: word of mouth.
- Members/volunteers can be male or female.
- Members/volunteers can have a range of abilities, and come from all backgrounds, races, nationalities, religions, political parties and generations.
- Do not limit your recruiting efforts.
- Recruitment is a year-round responsibility.
- Have a plan to keep your organization's name and your need for members/volunteers always in the public eye.
- Cultivate friends, keep a finger on the pulse of your community, network, and keep written materials about your member/volunteer needs up-to-date and visible. People hear a lot of messages every day and while they may not initially respond to your appeal for support, they may remember your organization when they are ready to serve.
- Build a diverse member/volunteer corps. To do this, supervisors must actively recruit individuals of different cultural and racial backgrounds and with diverse skills. This includes involving members/volunteers who have disabilities.
- The majority of volunteer coordinators use word of mouth, relying on existing networks of members/volunteers and community stakeholders to attract new individuals to serve. While this can be a very effective recruitment strategy, it will most likely draw individuals who are similar in background and abilities to your current member/volunteer corps.

Secrets of Success

The importance of **SPIRIT**:

- **S**incerity (be honest and open about your member/volunteer program- its strengths and opportunities for growth)
- **P**assion (have and exhibit passion for your program or effort. Enthusiasm is contagious, it is your greatest recruitment tool)
- **I**nnovation (be creative and flexible, and always remember to have fun)
- **R**isk-taking (be willing to break the bureaucratic mold. Let go of control and old management structures)
- **I**nclusiveness (be inclusive and empowering of others)
- **T**hinking like a visionary (envision things the way they could be, not just the way they are, and think strategically)

RECRUITMENT STRATEGIES

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- **WORD OF MOUTH:** You and your current members/volunteers tell everyone they know; students, family clergy, neighbors, suppliers, tennis partners, your advisory board, and basically anyone who knows other people.
- **ADVERTISEMENT IN COMMUNITY PAPERS:** The caution here is that people who are looking here are most likely looking for gainful employment.
- **NO COST INTERNET JOB POSTING BOARDS:** There are over 1,000 no cost posting boards on the Internet. If you are Internet savvy, these posting can certainly be cost effective, yet they obviously have national exposure, which may not be appropriate for your program.
- **EMPLOYMENT SECTION ON YOUR PROGRAM WEBSITE:** If you have a website, by all means, post your volunteer openings here; remember to update the listing frequently.
- **CURRENT COMMUNITY PARTNERS OR VENDORS:** If you like the way an employee with a particular community partner or vendor interacts with you or your program, ask them directly if they would be interested in joining your corps.
- **MEMBER REFERRAL PROGRAMS** where you pay your members/volunteers when they successfully bring a candidate to your attention and you eventually select them. You would provide a cash payment or other desirable form of recognition to your member/volunteer.
- **NETWORKING AT TRAININGS, CONFERENCES AND MEETINGS:** Whenever you attend one of these, work the crowd to identify possible candidates for future consideration, then maintain contact with the best ones until you have that opening that they would be perfect for.
- **SCHOOL PLACEMENT OFFICES:** Local high schools and colleges usually have job placement offices and they are always willing to help their students. In the absence of a placement office, contact some of the professors for recommendations of the top students.
- **FORMER MEMBERS, MEMBERS/VOLUNTEERS, CONSULTANTS AND COMMUNITY PARTNERS** can be a wonderful source for candidates.
- **FLYERS ON AUTOMOBILES AT THE LOCAL SHOPPING MALL:** Creating awareness is half the battle. The people who read the flyer may not be right, but they may know someone who is the perfect fit.
- **REAL ESTATE COMPANIES** who may know of spouses and other family members who are relocating with a corporate executive into your neighborhood.
- **DITTO WITH SCHOOL OFFICIALS**
- **LOCAL BUSINESS INTELLIGENCE:** Track local companies' announcements of layoffs, relocations out of the area, mergers, shutdowns, etc.

Volunteer Recruitment

- **MAKE PRESENTATIONS:** Speak in classes and at special events at local high schools, community colleges, and colleges and universities.
- **CALL IN TO LOCAL RADIO STATIONS:** Ask them to make a “free” announcement to the community about available volunteer positions.
- **SET UP INFORMATION TABLES AT LOCAL GROCERY STORES AND LIBRARIES.**
- **HAVE CURRENT MEMBERS/VOLUNTEERS TELL THEIR STORY:** Seek opportunities to have them speak at meetings or gatherings of membership.
- **OFFER STIMULATING, IN-DEPTH INFO SESSIONS.**
- **INTERNET JOB POSTINGS:** on such sites as Monster.com, HotJobs.com and others
- **LARGER CIRCULATION NEWSPAPER ADVERTISEMENTS:** in such publications as the local paper, New York Times, Chicago Tribune, etc.
- **INDUSTRY SPECIFIC MAGAZINES OR JOURNALS:** Be aware of the lead time necessary, especially for the monthly publications. The upside is that you have a highly targeted audience.
- **JOB FAIRS:** Attendance at a local or specialized job fair where a third party does all the advertising and administrative work, and you show up and talk to potential candidates.
- **BILLBOARD ADVERTISING:** Hey, you never know, and it may raise your profile in the community as well.

A successful candidate search process will probably require use of several of these methods. Don't put all your search eggs in one basket. Get all active members/volunteers involved in thinking up new methods for recruiting, and then pool these ideas.

Use every available resource – radio, television, newspapers and personal contacts. Try to think what would interest YOU in national service. The best recruiters are members/volunteers who are happy with your program. People are attracted to programs that utilize positive, honest, enthusiastic appeals.

Be interested in your members/volunteers, not only as volunteers, but also as individuals. Involve members/volunteers in decision-making. Make certain they feel they are an important part of the program and they will be your best recruiters.

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