

Volunteer Recruitment for a Non-Profit Organization:

Part 1

Develop a Volunteer Assessment Plan

The Bonner Community Engagement Curriculum

Overview:

A common problem that exists within the civic engagement framework of most college campuses is that the same individuals accomplish a majority of the service work over time. This workshop is the first session of a three-part training that aims to give strategies and develop service leaders' ability to recruit volunteers for local non-profit organizations. This first session focuses on developing a volunteer assessment plan for a particular service site, carefully analyzing the volunteer needs of the site and how individuals can fill those positions.

Category:

Capacity Building; Community building; Volunteer recruitment; Project planning

Level:

Applicable towards all students who have a desire to engage more people in service, but recommended for more advanced students who are committed to a particular site. Intermediate to Advanced.

Recommended

Bonner Sequence:

This training is geared towards 3rd or 4th year Bonners who have committed to a particular service site and are project/site leaders. However, it is appropriate for all Bonners to be introduced to during some point in their four years.

Expectation	Explore	Experience	Example	Expertise
				

Focus or Goals of this Guide:

- Participants will understand the significance of volunteer recruitment and the benefits it provides for college campuses and non-profit organizations.
- Participants will assess the volunteer need at their service site with input from their community partner.
- Participants will develop a volunteer assessment plan to guide their recruitment.

Materials:

- Writing utensils
- Projector for the presentation
- Handouts for each participant (3 total, attached)

How to Prepare:

As a facilitator, it is your job to encourage the students to think about volunteer recruitment for their non-profit organization both in terms of direct service and capacity building roles for potential volunteers. Additionally, it is HIGHLY recommended that community partners are asked to attend this session. Tailor the session to fit your audience and community specifically (because it changes based on whether or not community partners attend), and have a sample volunteer plan ready. Print out all handouts for easy accessibility during the session, and prepare the slideshow presentation.

Brief Outline:

The focus of these activities is to generate inspiration for volunteer recruitment through a group brainstorm and assessing the volunteer needs of non-profit organizations associated with your Bonner program. Students will create a specialized volunteer assessment plan for their primary service site with their community partner, and if their community partner is not present, they will be prepared to have a conversation about volunteer recruitment with them.

The one-hour session has the following parts:

- | | |
|--|---------------------------|
| 1) Why is Volunteer Recruitment Necessary? | suggested time 15 minutes |
| 2) Developing a Volunteer Assessment Plan | suggested time 33 minutes |
| 3) Sharing Ideas | suggested time 10 minutes |
| 4) Closing | suggested time 2 minutes |

Slide 2 of presentation: *This is the first session of a three-part series on volunteer recruitment. Today, we are going to assess the volunteer needs of our non-profit organizations. We will answer the question, "what does the organization need?" The next session analyzes, "how will I get what the organization needs?" and the last session discusses, "how do I get this going?"*

Slide 3: A quote about volunteer recruitment to get everyone motivated. It also sets the tone for the session.

Part 1) Why is Volunteer Recruitment Necessary?

Suggested time: 15 minutes

(7 min)

- **Slide 4:** Discuss the question: why is volunteer recruitment necessary?
 - Brainstorm together from the perspective of a college campus and from a non-profit organization
 - These ideas can be written, or simply spoken aloud
- Pass out the "Why is Volunteer Recruitment Necessary?" handout
- **Slide 5:** Suggested points from the College Campus Perspective:
 - It is great for Bonners to do service, but they should not be the only students engaged in the community. Bonners have the unique opportunity to act as a service gateway for the campus and community.
 - Fostering a culture of service on campus requires the involvement of many engaged students.
 - A commitment to an organization means a commitment to finding volunteers to support that organization's mission.
- **Slide 6:** Suggested points from the Non-Profit Perspective:
 - There is an abundance of untapped skills and potential in volunteers that can be advantageous for many non-profit organizations.
 - Though it may take effort to manage volunteers at your organization, there are relatively low costs to relying on volunteers.
 - A majority of volunteers serve because they want to engage in work that aligns with their beliefs. Recruiting dedicated volunteers brings in new motivation, innovation, and passion into your organization.
 - Organizations can be connected with needed information for impact and sustainability.
- **Slide 7:** Suggested points for Combined Benefits:
 - A mutual partnership is built in which students gain experience and knowledge working extensively at a non-profit organization, and organizations utilize opportunities for students to serve and build capacity.
 - Engaging more individuals increases awareness about the impact of service and its role in the social change and justice movement.

- Students and community partners work in collaboration to build a shared community.

(7 min)

- Ask everyone to group by primary service site. Within this group, speak about the more systemic mission of the non-profit organization. What are you fighting for?
 - Together, discuss this question, and create a symbol to represent this mission.
 - How can this symbol be used in volunteer recruitment?
 - Example: For an after-school tutoring site, volunteers act as role models and mentors for younger students. However, the more systemic mission of the organization is attempting to combat racial inequality in the education system. To represent this, participants could draw a broken pencil, one half black and one half white.

Part 2) Developing a Volunteer Assessment Plan

Suggested time: 33 minutes

Hand out the “Developing a Volunteer Assessment Plan” and “Analyzing Capacity at Non-Profit Organizations” worksheets to all participants. Give a brief introduction about developing a volunteer assessment plan.

- (5 min) The first step in volunteer recruitment is to assess the needs of your service site.
- **Slide 8-9:** Think about direct service roles, but also beyond that to capacity building roles. Volunteers have enormous potential in building the capacity of a non-profit organization, in addition to just serving there.
- **Slide 10:** The first handout, “Developing a Volunteer Assessment Plan,” is a worksheet that is directed at analyzing volunteer needs, specifically direct service roles.
- **Slide 10:** The second handout, “Analyzing Capacity at Non-Profit Organizations,” is an activity that focuses on capacity building at the non-profit organization. Both of these forms should be completed by the student and community partner in conjunction. Explain the term “capacity building:” developing an organization’s capacity to utilize their volunteers and resources more effectively, thereby capitalizing on a mutual partnership between volunteers and community partners. Once these worksheets are completed, they become a full assessment of volunteer needs for the site to be implemented.
- (28 min) For students that work at a non-profit organization where their community partner is PRESENT at the session:
 - Break off and complete the two worksheets.
- For students that work at a non-profit organization where their community partner is ABSENT from the session:
 - They will participate in a facilitator-led role play, in which they simulate the conversation they will have with their community partner.

- (10 min) Pair students into groups of two: one “student” and one “community partner.” Have the student explain the volunteer recruitment plan to the community partner without any guidance.
- (8 min) Explain the essential components of an effective conversation about volunteer recruitment:
 - Explain what Bonner is.
 - Introduce volunteer recruitment and why you think it is necessary.
 - Explain the benefits for the non-profit organization (Slide 6/Handout)
 - Explain the benefits for the campus and the combined benefits.
 - Explain capacity building roles.
 - Introduce the “Developing a Volunteer Assessment Plan” and “Analyzing Capacity at a Non-Profit Organization” worksheets.
 - Ask if they would mind filling out the worksheets with you.
- (15 min) Group the students back into the pairs (the same or different) and have them practice their community partner mock conversation again.

Part 3) Share Ideas

Suggested time: 10 minutes

For large groups of more than 35 participants, group everyone into issue-based groups. Within those groups, each smaller group briefly shares their preliminary volunteer needs for their sites.

For a group of 35 or less, have each smaller group briefly share their preliminary volunteer needs for their sites.

The primary function of this debriefing is for students to recognize other sites that have similar needs to their own site’s needs. This can stimulate collaboration in brainstorming and eventual volunteer recruitment. Ask students to take note of similarities between sites.

Part 4) Closing

Suggested time: 2 minutes

Emphasize the necessary step of meeting with community partners to fill out the “Analyzing Capacity at Non-Profit Organizations” worksheet within the month if their community partner was not present. It is recommended to put a hard deadline on the completion of this worksheet, which can be by the time of the next session: “Volunteer Recruitment for a Non-Profit Organization: Part 2 – Outreach Strategies.” Otherwise, ask participants to continue finalizing their volunteer assessment plan.

Slide 11: *You just completed the first session of the volunteer recruitment series! Remember to complete your worksheet with your community partner, and get ready for the second session: outreach strategies.*

Handouts and Presentations

- *Why is Volunteer Recruitment Necessary?* – Handout (page 7)
- *Developing a Volunteer Assessment Plan* – Worksheet (page 8)
- *Analyzing Capacity at Non-Profit Organizations* – Worksheet (page 9)
- *Volunteer Recruitment for Non-Profit Organizations: Part 1 – Developing a Volunteer Assessment Plan* – Presentation (page 10-12)

https://www.slideshare.net/slideshow/embed_code/key/57i80Hlqc2oRRT

- On the presentation notes, there are suggested talking points for each slide. The notes in italics represent text that can be spoken aloud to the audience. The notes in print are just points for the facilitator to keep in mind. There is also room for the facilitator to write his or her own notes.

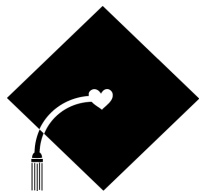
Additional Resources

<http://www.vistacampus.gov/volunteer-recruiting>

This website lists six different options to explore when recruiting volunteers: outreach to unfamiliar communities, recruiting volunteers to work with youth, moving volunteers from service to civic engagement, troubleshooting volunteer mobilization, and working with diverse volunteers. There are great, specialized training guides for each area from this resource.

http://media.volunteermatch.org/docs/101Secrets/VolunteerMatch_101Secrets.pdf

This is a compilation of 101 helpful quotes from individuals who successfully recruited volunteers. It can serve as inspiration for recruitment and includes many personal tips that can be used as a reference for students.



Why is **Volunteer Recruitment** Necessary?

Volunteer Recruitment for a Non-Profit Organization: Part 1

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For College Campuses:

- It is great for Bonners to do service, but they should not be the only students engaged in the community. Bonners have the unique opportunity to act as a service gateway for the campus and community.
- Fostering a culture of service on campus requires the involvement of many engaged students.
- A commitment to an organization means a commitment to finding volunteers to support that organization's mission.

Other benefits:

For Non-Profit Organizations:

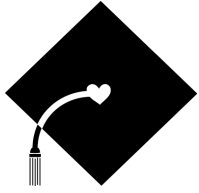
- There is an abundance of untapped skills and potential in volunteers that can be advantageous for many non-profit organizations.
- A majority of volunteers serve because they want to engage in work that aligns with their beliefs. Recruiting dedicated volunteers brings in new motivation, innovation, and passion into your organization.
- Though it may take effort to manage volunteers at your organization, there are relatively low costs to relying on volunteers.

Other benefits:

Combined Benefits:

- A mutual partnership is built in which students gain experience and knowledge working extensively at a non-profit organization, and organizations utilize opportunities for students to serve and build capacity.
- Engaging more individuals increases awareness about the impact of service and its role in the social justice movement.
- Students and community partners work in collaboration to build a shared community.

Other benefits:



Developing a **Volunteer Assessment Plan**

Volunteer Recruitment for a Non-Profit Organization: Part 1

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Name of Service Site:

Ideally, how many volunteers would be needed?

What would be the expected time commitment of the volunteers?

What experience or skills are being recruited?

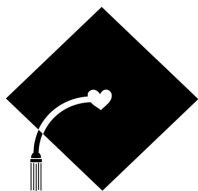
What training or supervision would be offered?

What characteristics, if any, would you like to avoid in the volunteers?

Brainstorm any specific individuals or groups of people that may fit the criteria for this service site.

On campus volunteers (e.g. greek life, clubs, athletics, etc.):

Community volunteers (e.g. youth, retired, parents, etc.)



Analyzing **Capacity** at Non-Profit Organizations

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Provided is a list of five general areas of opportunity for volunteers to provide capacity-building support for your organization.

Volunteer Management

Coordinating and managing volunteers, volunteer recruitment

Training and Program Development

Improving existing or developing new programs or curriculum, writing training manuals, organizing training workshops

Fundraising and Resource Development

Organizing events, identifying grant and funding sources, writing grants

Research

Community-based research, policy research

Communications and Technology

Website and social media development, coordinating meetings, online networking support

What areas are already managed by your staff?

What areas are already covered by the work of volunteers?

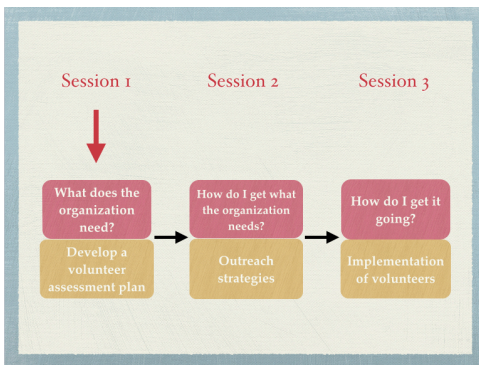
For the following questions, please specify whether the need is a short-term or long-term commitment:

What areas do you have the most need?

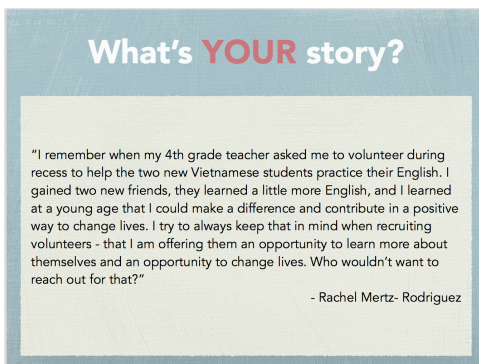
What areas could student volunteers be of the most help?

What areas could campus faculty or staff with specialized experience be of the most help?

Presentation Notes



This is the first session of a three-part series on volunteer recruitment. Today, we are going to assess the volunteer needs of our non-profit organizations. We will answer the question, "what does the organization need?" The next session analyzes, "how will I get what the organization needs?" and the last session discusses, "how do I get this going?"



This slide contains a quote about volunteer recruitment that sets the tone for the rest of the session.



Start of Part 1.

For College Campuses:

Bonnors = Gateways for Service
Fosters a culture of service on campus
A commitment to an organization is a commitment to recruiting volunteers for that organization

First allow for discussion, then move on to these slides for suggested points.

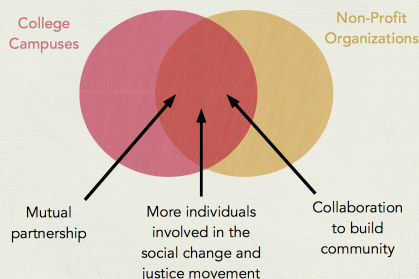
This slide lists benefits of volunteer recruitment for college campuses.

For Non-Profit Organizations:

Volunteers have untapped skills and potential
Relatively low cost "labor"
Utilizing individuals with a passion for your cause
Discover needed information and resources for impact and sustainability

This slide lists benefits of volunteer recruitment for non-profit organizations.

Combined Benefits:



This slide lists shared benefits of volunteer recruitment for college campuses and non-profit organizations.

Developing a Volunteer Assessment Plan

Volunteers can fulfill

Direct Service Roles

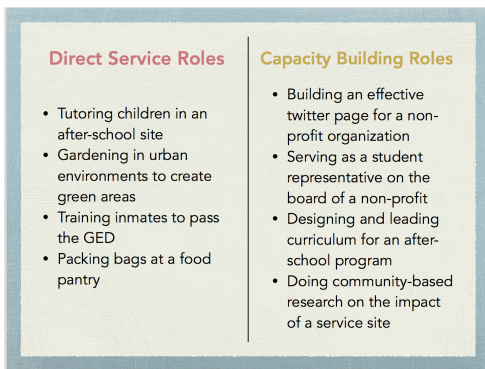
Capacity Building Roles

Capacity Building: Developing an organization's capacity to utilize their volunteers and resources more effectively, thereby capitalizing on a mutual partnership between volunteers and community partners

This is the start of Part 3.

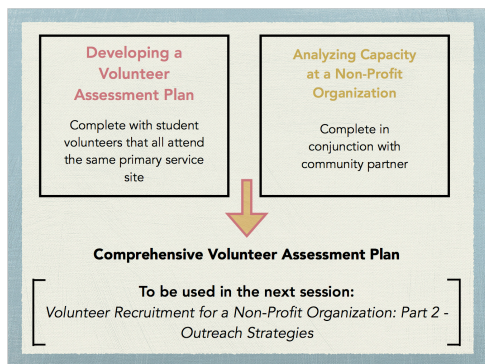
When thinking about service, most people just think about direct service. However, there are many other roles that volunteers can play in the capacity building sector.

Define capacity building.

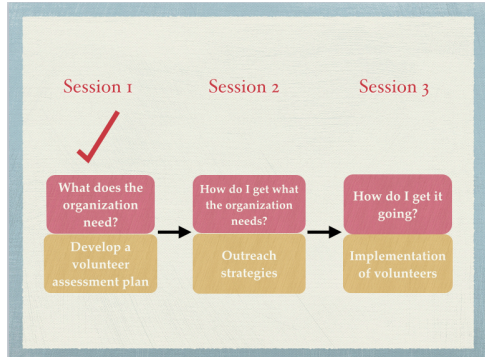


To get a clearer idea of how these roles differ, here is a list of what direct service roles look like in comparison to capacity building roles.

Point out some specific examples.



Now, your task is to complete the worksheets with other volunteers from your organization and with your community partner, keeping capacity building and direct service needs in mind. Together, these worksheets create a comprehensive volunteer assessment plan that can be used for the second session in the volunteer recruitment series. If your community partner is not present, you will be going through a role play about how to introduce this activity to your community partner to be done after this session concludes.



You just completed the first session of the volunteer recruitment series! Remember to complete your worksheet with your community partner, and get ready for the second session: Outreach strategies.