

Volunteer Recruitment for a Non-Profit Organization: Part 2 Outreach Strategies

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 second 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 second session focuses on analyzing the resources and connections that students have in a web of influence and developing a recruitment plan to fulfill the volunteer needs of the non-profit organization as determined in the previous session.

Category:

Capacity Building; Networking; Critical Analysis

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.

| <i>Expectation</i> | <i>Explore</i> | <i>Experience</i> | <i>Example</i> | <i>Expertise</i> |
|--------------------|----------------|---|---|---|
| | |  |  |  |

Focus or Goals of this Guide:

- Participants will discover the influence they possess, and how they can use their connections to recruit volunteers effectively.
- Participants will learn a wide variety of recruitment strategies and how to apply them in realistic scenarios on-campus and in the community.
- Participants will develop a Volunteer Recruitment Plan with action steps to recruit volunteers within each individual's web of influence.

Materials:

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

How to Prepare:

As a facilitator, it is important for you to frame this session so that participants understand where it fits into the three-part volunteer recruitment framework. There are bolded statements that represent the overarching message of each activity, and it is your responsibility to ensure that the participants understand the purpose of the session. Have a prize for the name bingo icebreaker, if you choose. Prepare your own web of influence to use as an example for the first activity. Be sure to read through the information provided and the presentation about outreach strategies to be comfortable presenting and answering questions about the material. Print out all handouts for easy accessibility during the session, and prepare the slideshow presentation.

Brief Outline:

The focus of these activities is to encourage participants to analyze their own personal network and how they can recruit people in their circle of influence as potential volunteers for their non-profit organization. Students will discover hidden strengths and connections of their peers, learn strategies for effective recruitment, and collaborate to create an action plan for the next four weeks.

The one-hour session has the following parts:

- | | |
|---|---------------------------|
| 1) Strengths Bingo | suggested time 8 minutes |
| 2) Web of Influence | suggested time 20 minutes |
| 3) Outreach Strategies | suggested time 10 minutes |
| 4) Develop a Volunteer Recruitment Plan | suggested time 20 minutes |
| 5) Closing | suggested time 2 minutes |

Part 1) Strengths Bingo

Suggested time: 8 minutes

- Pass out the “Strengths Bingo” handout to all participants.
- The handout includes 24 different prompts that begin with “Someone who...” The goal of the game is to stimulate conversation between the participants to find “someone who...” fits the prompts on the sheet.
- Instruct participants to walk around and find people that fit the prompt on the bingo sheet. Once they do, get them to sign their name underneath the prompt. Each participant may only sign a bingo sheet once. The first person to get bingo, or fill their sheet wins (or gets a prize).
- At the end of the activity, ask the participants what message this icebreaker conveys. The takeaway should be that **each of these prompts represents a different skill that is beneficial for volunteer recruitment. Though not all of the strengths are obvious, volunteer recruitment is all about being creative and using your abilities to fit the context.**

Before the next part, turn on the Slideshare presentation and explain that this is the second session of the three-part volunteer recruitment series.

Slide 2: *During the last session, we assessed the volunteer needs of our non-profit organization. Now that we know what our site needs, we need to evaluate how we can use our influence to fulfill those needs. This session is about how to recruit volunteers that meet the needs of our non-profit organization.*

Part 2) Web of Influence

Suggested time: 20 minutes

- Introduce the activity by explaining your own web of influence.

Slide 3: Directions for the activity

- Hand out paper and pens to all participants. During this time, each participant should draw a map of all the different affiliations or communities of people that they belong to. Some of these might include clubs, family, church, neighborhood, or other communities. After drawing out each of these communities, participants should write as many names as possible within each group. Then, connect the communities that are related to each other.
- **Slide 4:** There is a sample web of influence on the Slideshare presentation.

- **Slide 5:** Participants should choose three communities of their web that they believe to have the most potential in volunteer recruitment. Individually, please answer the following questions:
 - What makes this group of people unique? What interests or skills do they have that would fulfill the needs of your non-profit organization?
 - What role or influence do you play within this organization?
 - How can you best appeal to this audience? How can you specialize the message you design to reach these potential volunteers?
- Participants are encouraged after this session to answer these questions for the other communities on their webs.
- Reinforce the idea of the activity: **You have unlimited capacity to affect others based on your web of influence. The influence is never ending, and if you harness that power, there will always be an unlimited number of potential volunteers.**

Part 3) Outreach Strategies

Suggested time: 10 minutes

Now, you have analyzed your own web of influence and created a network of potential volunteers to reach. The next step is figuring out how to recruit those volunteers.

- There are many different methods to recruit volunteers. Brainstorm recruitment techniques and be sure to cover this list:
 - Word of mouth
 - Recruitment booths at locations throughout the community
 - Printed media – brochures, pamphlets, flyers, posters
 - Post your need on volunteer center databases – VolunteerMatch, Serve.org, Idealist.org, Craigslist
 - Announcements at local events
 - Press and radio advertisements
 - Online – Social media
 - Post relevant information and calls to action, but also utilize stories of impact
 - Work in collaboration with other groups on campus and in the community
 - Host a large service event to stimulate interest
- Pass out the “Volunteer Recruitment Strategies” handout.
- **Slide 6-9:** All of these methods utilize the same information. This is considered the recruitment “message.” The message is the most important part of recruitment and should contain the following components:

- What is the organization and its purpose?
- Why should they serve with this organization? What will they gain from the experience?
- How can prospective volunteers find out more?
- **Slide 10-12:** These slides incorporate the message into all of the different methods of volunteer recruitment.

- Included on the handout are many tips to volunteer recruitment. Please elaborate on the tips that have been bolded because these statements may be vague without further explanation. The other tips are fairly self-explanatory.
 - **Use reader-friendly language.**
 - Don't "dumb" down your message; simply be aware that complicated language excludes certain groups, meanwhile clear language is inclusive.
 - Use concise, simple words.
 - **Use REPRESENTATIVE photographs and graphics.**
 - Don't put in photographs that only represent a portion of your organization. Your graphics should represent the population you are trying to recruit and the message you are trying to express.
 - **Be strategic about where you leave information and what audience it attracts.**
 - E.g. Placing information in locker rooms attracts athletes, in retirement homes attracts the elderly, etc.
 - **Do background work. Make sure you know your information before you start recruiting.**
 - Recruiters should be knowledgeable, and they should be able to field questions beyond the "message"
 - **Consider incentives for volunteers, both literally and figuratively.**
 - Incentives can be literal objects like T-shirts or water bottles, but also more abstract things like experience, leadership, and organizational skills.
 - **Brand your organization.**
 - Make your organization original. Choose a theme, a graphic, a logo, a motto that can always be associated with your organization.
 - **Use stories of impact. Give a face to the organization.**
 - Utilize volunteers you already have! Personal stories make a difference.
 - **Allow the volunteer to contribute his or her own abilities and talents to the work.**
 - Ask the volunteers to specialize their work to suit their interests. Be open to the talents volunteers bring.
 - **Recruit more people than you actually need.**
 - As a general rule, 60% of those you recruit will be successful volunteers.
 - Do NOT assume that the audience already knows who you are.
 - It is generally easier to recruit a group than a single individual.

- Show appreciation for current volunteers!
- Stress that it is a win-win situation for all involved when serving the organization.

Part 4) Develop a Volunteer Recruitment Plan

Suggested time: 20 minutes

Now, you have gotten a chance to assess what your site needs, the people you can influence as potential volunteers, and the methods by which to recruit them. This next part of the session focuses on creating concrete steps towards recruiting volunteers for your non-profit organization.

- Ask everyone to group by primary service site, preferably into the same groups that collaborated to create the Volunteer Assessment Plan. If there are sites with small numbers of people or based on participants' preference, have sites pair up by similarity and work on volunteer recruitment in tandem.
- Hand out "Developing a Volunteer Recruitment Plan" and "The Action Plan" to all students. They should work together to fill out this worksheet.
 - **Slide 13:** There is a sample action plan worksheet on the Slideshare presentation. Be sure to leave this slide up as participants are completing their action plan.
- It is stated on "The Action Plan" worksheet, but reiterate the importance of discussing the action plan with community partners before setting it in action.
 - This step is **mandatory** because students cannot begin advertising for an organization without first gaining consent and feedback. Participants are ultimately recruiting for the organization.

Part 5) Closing

Suggested time: 2 minutes

Emphasize the necessary step of meeting with community partners to go over the merits of the action plan. The action plan worksheet was designed with weekly benchmarks, but it can be adapted to fit other timetables. The next session, "Volunteer Recruitment for a Non-Profit Organization: Part 3 – Implementation of Volunteers" should be conducted before the recruited volunteers are set to begin their service.

Slide 14: *You have now complete two sessions of the three-series for volunteer recruitment. Now go recruit some volunteers!*

Handouts and Presentations

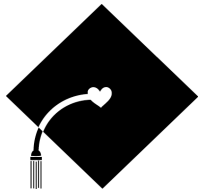
- *Strengths Bingo* – Handout (page 8)
- *Developing a Volunteer Recruitment Plan* – Handout (page 9)

- *The Action Plan* – Handout (page 10)
- *Volunteer Recruitment for a Non-Profit Organization: Part 2 – Outreach Strategies* – Presentation (page 11-15)
https://www.slideshare.net/slideshow/embed_code/key/2w0e7HuFBy0X8b
 - 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

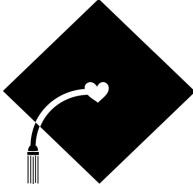
<https://www.youtube.com/watch?v=sxlbL8KyNwM>

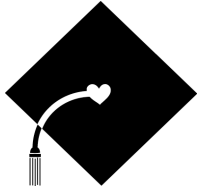
This is the introductory video to a four-part series by Queensland Inc. that covers information about volunteer recruitment and management. It is helpful to get step-by-step instruction in visual form.



Strengths **Bingo**

Volunteer Recruitment for a Non-Profit Organization: Part 2 *Outreach Strategies*

| | | | | |
|--|---|---|---|--|
| Someone who is a great writer | Someone who speaks a language other than English | Someone who has lived outside of the United States | Someone who knows how to bake | Someone who is active on Facebook, Twitter, and LinkedIn |
| Someone who works in the Admissions Office | Someone who plays a sport | Someone who has a talent for photography | Someone who enjoys designing publications | Someone who likes to tell jokes |
| Someone who can do statistical analysis | Someone who knows how to sew |  | Someone who has theatrical and performance experience | Someone who is a member of student government |
| Someone who knows how to create videos | Someone who has marketing and advertising experience | Someone who enjoys meeting and talking to new people | Someone who knows how to public speak | Someone who has experience with young children |
| Someone who has experience working with adults | Someone who has worked with many different demographics | Someone who serves or knows someone who serves on a non-profit board | Someone who has event planning experience | Someone who enjoys connecting different groups on campus |



Volunteer Recruitment **Strategies**

Volunteer Recruitment for a Non-Profit Organization: Part 2 *Outreach Strategies*

The Message

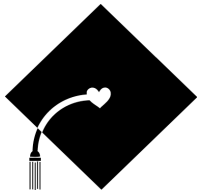
- What is the organization and its purpose?
- Why should they serve with this organization? What will they gain from the experience?
- How can prospective volunteers find out more?

Methods of Volunteer Recruitment

- Word of mouth
- Recruitment booths at locations throughout the community
- Printed media – brochures, pamphlets, flyers, posters
- Volunteer center databases – VolunteerMatch, Serve.org, Idealist.org, Craigslist
- Announcements at local events
- Press and radio advertisements
- Online – Social media
 - Post relevant information and calls to action, but also utilize stories of impact
- Work in collaboration with other groups on campus and in the community
- Host a large service event to stimulate interest

Tips

- Use reader-friendly language.
- Use REPRESENTATIVE photographs and graphics.
- Be strategic about where you leave information and what audience it attracts.
- Do background work. Make sure you know your information before you start recruiting.
- Consider incentives for volunteers, both literally and figuratively.
- Brand your organization.
- Use stories of impact. Give a face to the organization.
- Allow the volunteer to contribute his or her own abilities and talents to the work.
- Recruit more people than you actually need.
- Do NOT assume that the audience already knows who you are.
- It is generally easier to recruit a group than a single individual.
- Show appreciation for current volunteers!
- Stress that it is a win-win situation for all involved when serving the organization.



Developing a **Volunteer Recruitment Plan**

Volunteer Recruitment for a Non-Profit Organization: Part 2

Outreach Strategies

Name **three groups** from your web with the highest potential for volunteer recruitment.



What is your message?

What is the organization and its purpose?

How can a volunteer contribute to the cause? Why should they serve with this organization? What will they gain from the experience?

How can prospective volunteers find out more?

Create an "elevator speech" (30 seconds or less) that can be used as your recruitment pitch.

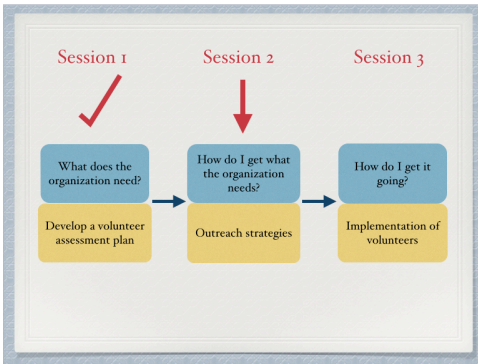
The **Action Plan**

For each of the three groups chosen, write action steps to complete week by week for the next month. Each step should be descriptive, including the method of recruitment being used and the individual(s) responsible for completing that task.

Share this plan with your community partner and receive their feedback before proceeding.

| | Week 1 (/ - /) | Week 2 (/ - /) | Week 3 (/ - /) | Week 4 (/ - /) |
|-----------------|---|----------------------------|----------------------------|----------------------------|
| Group 1: | Share this plan with community partner. | | | |
| Group 2: | Share this plan with community partner. | | | |
| Group 3: | Share this plan with community partner. | | | |

Presentation Notes

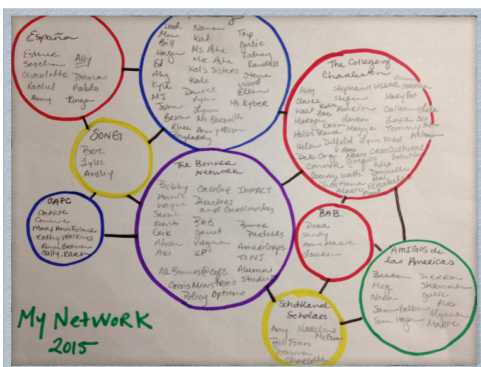


In the previous session, you have assessed the volunteer need at your non-profit organization. In this second session of the volunteer recruitment series, you will utilize your own connections to recruit the volunteers your organization needs.

Building a Web of Influence

- Draw communities or affiliations you belong to (e.g. jobs, internships, family, churches, clubs, etc.)
- Write as many names as possible in each community.
- Connect communities that are related to each other.

Three directions to building a web of influence.



Sample web of influence. Point out that the larger the circle, the more influence the person has in that community.

Questions

- What makes this group of people unique? What interests or skills do they have that would fulfill the needs of your non-profit organization?
- What role or influence do you play within this organization?
- How can you best appeal to this audience? How can you specialize the message you design to reach these potential volunteers?

Questions that should be considered for three groups on the web with the highest volunteer potential.

The Message

Come be a mentor at The Kids Club! The Kids Club is a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home. Mentors help these kids develop through meaningful and fun activities, and mentors get experience in leadership, program management, and problem solving. To become a volunteer for The Kids Club today, call Alex at 555-666-7890 for more information.



The message is the most important part of recruitment because it remains consistent through all methods. This is a sample message for a mock non-profit organization, The Kids Club. This includes all of the necessary components of an effective message.

What is the organization?

What is its purpose?

Come be a mentor at The Kids Club! The Kids Club is a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home. Mentors help these kids develop through meaningful and fun activities, and mentors get experience in leadership, program management, and problem solving. To become a volunteer for The Kids Club today, call Alex at 555-666-7890 for more information.

Why should they serve?

What will they gain?

How can they find out more?

This details all of the components of an effective message.

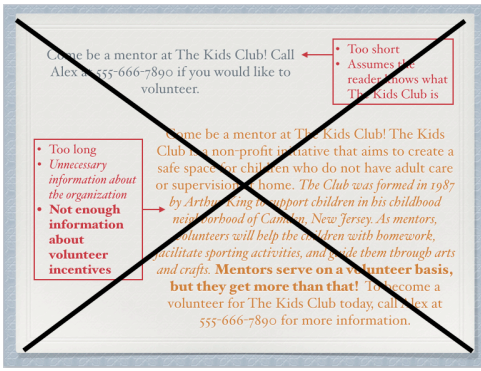
Come be a mentor at The Kids Club! Call Alex at 555-666-7890 if you would like to volunteer.

- Too short
- Assumes the reader knows what The Kids Club is

- Too long
- Unnecessary information about the organization
- Not enough information about volunteer incentives

Come be a mentor at The Kids Club! The Kids Club is a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home. The Club was formed in 1987 by Arthur King to support children in his childhood neighborhood of Camden, New Jersey. As mentors, volunteers will help the children with homework, facilitate sporting activities, and guide them through arts and crafts. Mentors serve on a volunteer basis, but they get more than that! To become a volunteer for The Kids Club today, call Alex at 555-666-7890 for more information.

Two examples of ineffective messages.



These are not effective messages for volunteer recruitment.



Now that you know the different types of recruitment and understand the concept of the message, here is an example of a message incorporated into a printed flyer for a mock non-profit organization, The Kids Club.

Point out some tips: The Kids Club is branded (by color, logo, and motto), and the flyer includes a representative photograph and reader-friendly language.



Here are some examples of how the message can be incorporated into social media.

Point out that there are the same components of the message on many different outlets. Be concise, because the entire message be not be able to be posted, but make sure all of the information is ACCESSIBLE. Include links, phone numbers, and specific pages.



To learn more about how to use social media with your non-profit organization, check out the #SocialMedia Bonner Curriculum!

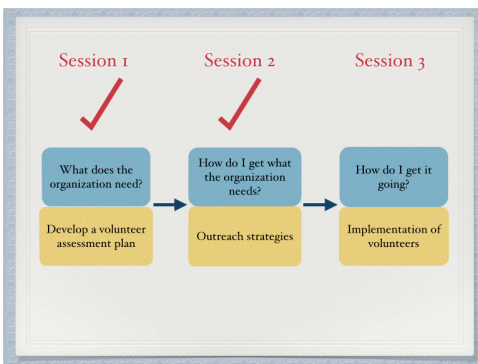
The ACTION Plan

| | Week 1 6/1 - 6/7 | Week 2 6/8 - 6/15 | Week 3 6/16 - 6/23 | Week 4 6/24 - 6/31 |
|-----------------------------------|---|---|---|--|
| Group 1: Football Team | Share this plan with community partner. Create flyers to post in athletic locker rooms (Sammy) Interview current The Kids Club volunteers (Bobby) | Compile interviews into video (Bobby) Speak to football coach about making an announcement at Sports banquet (Bertram) | Post video on Facebook, Twitter, and LinkedIn (Sammy, Bobby, Corella, Bertram) Collaborate with the RA's to create a service program event (Corella) | Arrange The Kids Club bake sale to pass out flyers while fundraising (Corella) Screen video at service awards banquet (Bobby) |

Here is an example of an effective action plan. The red highlights the information you will complete. Notice that the steps are detailed and include an individual responsible for that action or ensuring that the action occurs within the time frame.

IT IS ESSENTIAL TO GO OVER THIS ACTION PLAN WITH YOUR COMMUNITY PARTNER.

Also, remember to think about other groups or other non-profit organizations that you can collaborate with during recruitment. For instance, it may be smart for after-school programs to work together on recruitment plans.



You have now complete two sessions of the three-series for volunteer recruitment. Now go recruit some volunteers!