



Welcome to

High Impact Volunteer Recruitment

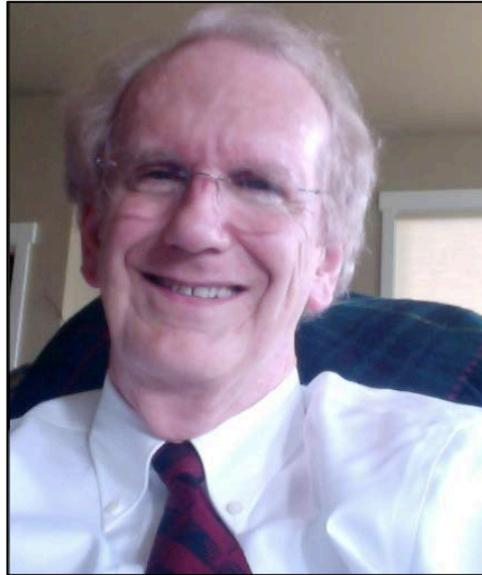
Corporation for
NATIONAL &
COMMUNITY
SERVICE 

 **VISTA**
Volunteers In Service To America

Dial:

Passcode:

Today's Speaker



Rick Lynch

Guest Speaker



Sarah Penn

My Brother's Keeper
Project Manager

City of Augusta
Mayor's Office

Session Goals

By the end of the webinar, you will be able to:

- Identify four methods of recruiting volunteers
- Describe the seven steps of the targeted recruitment process
- Create a targeted recruitment message

Volunteer Management Principle #1

Make sure volunteers are doing something they want to do.

Volunteer recruitment is the process of showing someone that it is possible to do something he or she wants to do.

Methods of Recruitment

1. Warm Body

WANTED

VOLUNTEERS TO WORK
IN VARIOUS DEPARTMENTS
AT TRUMAN COLLEGE

IF INTERESTED

CALL OR WRITE
TRUMAN COLLEGE
VOLUNTEER OFFICE
1145 W. WILSON
ROOM 3219, BOX 5
(312) 989-6288

—THANK YOU—

Warm Body Works When...

- The job appeals to large numbers of people.
- You need large numbers of people who have skills that practically everyone has.

Methods of Recruitment

1. Warm body
2. Concentric circles
3. Brokered
4. Targeted

When you send a message to everyone in general, you often wind up speaking to no one in particular.

Targeting the Message

- Concerns
- Hopes
- Fears
- Desires
- Dreams
- Needs
- Wants

Advertising Elements

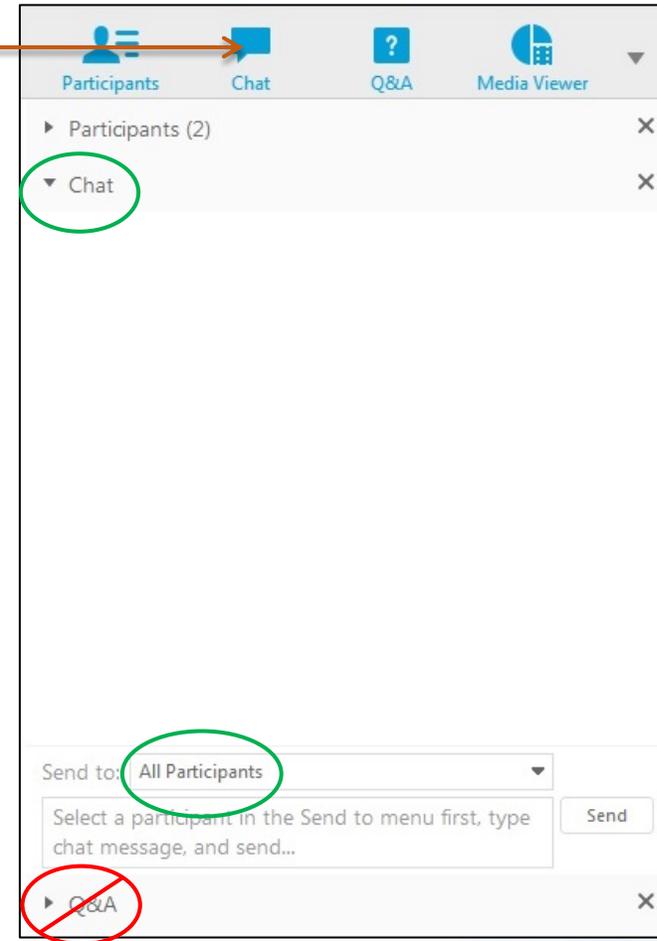
- Target audience
- Motivational theme
- Spokesperson

Chat Question

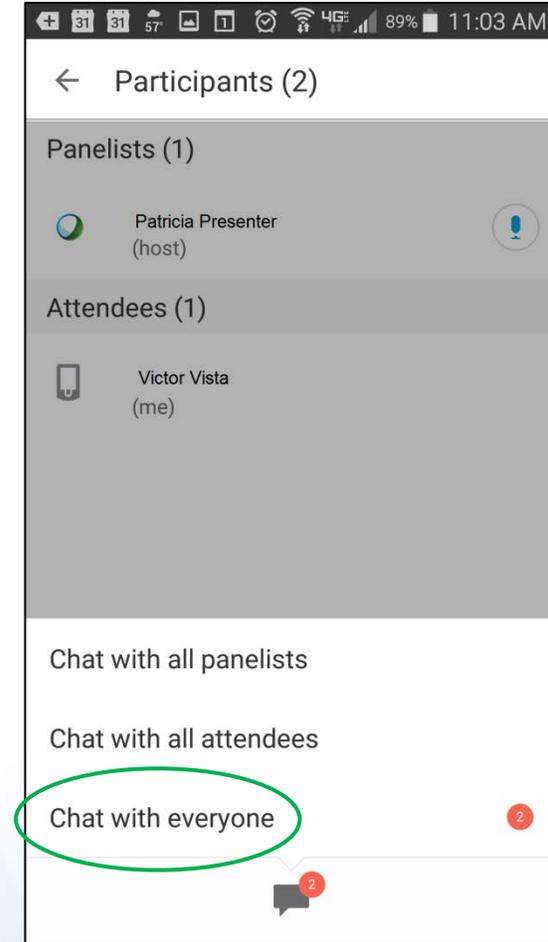
- Who was their target audience?
- What concerns, hopes, fears etc. were they wanting to tap into with their message?

Click this button if you don't see the chat panel.

COMPUTER



MOBILE



Targeted Recruitment Steps

1. What is the job that needs to be done?
2. Who would want to do that?

Men wanted for hazardous journey.
Small wages, bitter cold, long months of
complete darkness, constant danger,
safe return doubtful. Honor and
recognition in case of success.

-Ernest Shackelton, 1917

Targeted Recruitment Steps

1. What is the job that needs to be done?
2. Who would want to do that?
3. What do they do instead?
4. Where can we find them?

Where Can We Find Them?

- Places of worship
- Shops
- Neighborhoods
- Recreational spots and organizations
- Places they congregate
- Clubs they belong to
- Advocacy groups they may belong to
- Employers
- Professional groups/associations
- Online communities

Guest Speaker



Sarah Penn
My Brother's Keeper
Project Manager
City of Augusta
Mayor's Office

Power Lunch Project

Volunteer Opportunity:
Reading Mentor



First 2 Steps: What and Who

1. What is the job that needs to be done?
 - Volunteer Reading Mentor
2. Who would want to do this job?
 - Retired Teachers
 - College Students
 - Empty Nesters
 - People who love to read

Next 2 Steps: What instead & Where

1. What do they do instead?
 - Spend time with their own children/grandchildren
2. Where will we find them?
 - Retired teacher's association
 - Libraries
 - Businesses
 - Churches
 - Government buildings
 - University/Colleges

How Will We Communicate?

- Presentations to groups
- Posters
- Brochures
- One-to-one conversations
- Booths
- Classified ads
- Beer coasters
- Radio spots
- Open house
- Media interviews
- Donated advertising
- Internet sites

Recruitment Sites

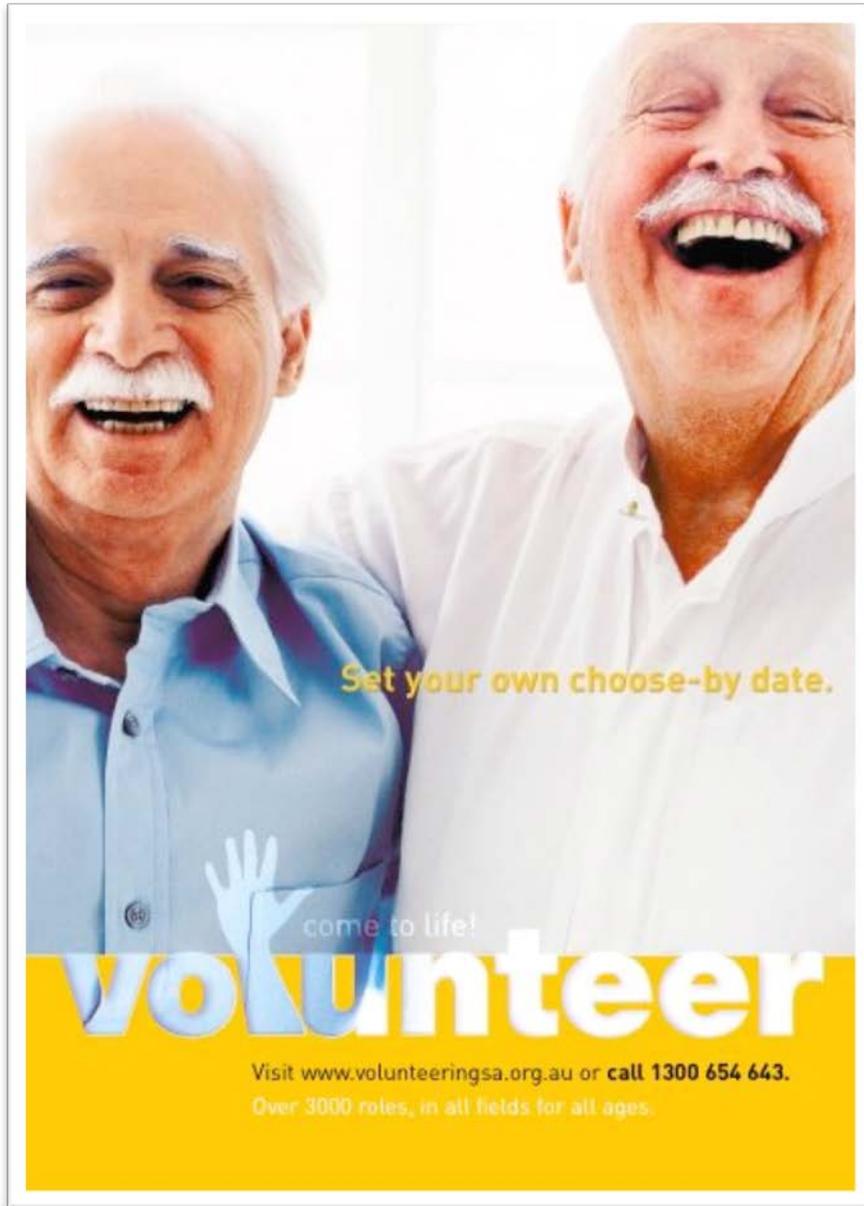
- volunteermatch.com
- volunteer.gov
- idealist.org
- taprootfoundation.org
- ngoabroad.com
- allforgood.org
- do-it.org.uk
- Your own website

Volunteer Match Statistic

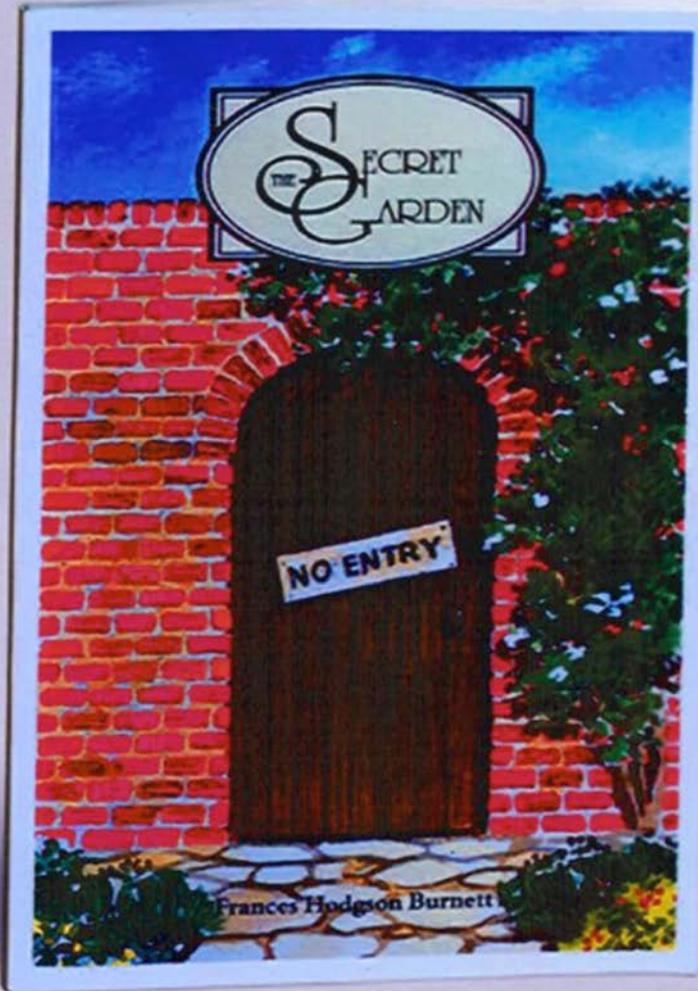
75% have not volunteered before

Targeted Recruitment Steps

1. What is the job that needs to be done?
2. Who would want to do that?
3. What do they do instead?
4. Where will we find them?
5. How will we communicate with them?
6. What motivations are likely to move them to action?
7. What will we say to them?



In the Chat: What are some of the motivational needs of retired men?



It's a different story when you can't read.

In the Chat: Where would you find them?



In the Chat: What are some of the concerns of young African American men?

Fancy volunteering?



The **wheelchair** is not the problem.....
...but rather, the **solution!**

- Many volunteering opportunities are available to everybody - young or old, able or disabled
- Just because you have a disability, it doesn't mean that you can't benefit from a worthwhile volunteering experience

For more information contact:

Penwith Volunteer Bureau
Parade Street
Penzance TR18 4BU

Tel: 01736 330988

Fax: 01736 331088

Email: pvb@pcdt.org.uk

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SEATTLE
INTERNATIONAL
BEERFEST

NEEDS VOLUNTEERS

SEATTLEBEERFEST.COM

OR *Call* 206-560-1410



SEATTLE CENTER

MURAL AMPHITHEATER **JULY 11 to 13**

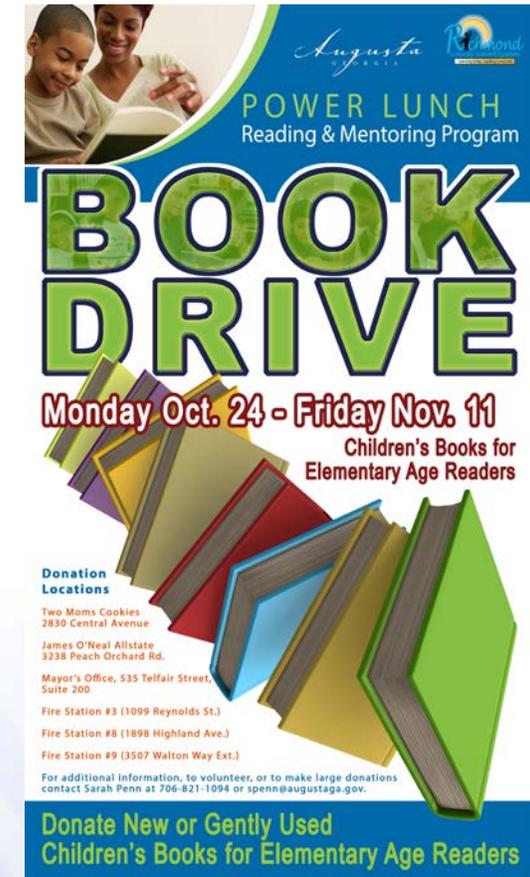
Next 2 steps: How and motivation

5. How will we communicate with them?

- News Interview, E-mail Blast, Volunteer Coordinator for a Company or University, Department Director

6. What motivations are likely to move them to action?

- Wanting to make an impact on a child's life
- Making a positive difference in their community



Last step: What will we say?

7. What will we say to them?

- Powerful statements and action verbs
 - Transforming lives
 - Participation in a life changing endeavor for the children of Augusta

Summary and Warranty

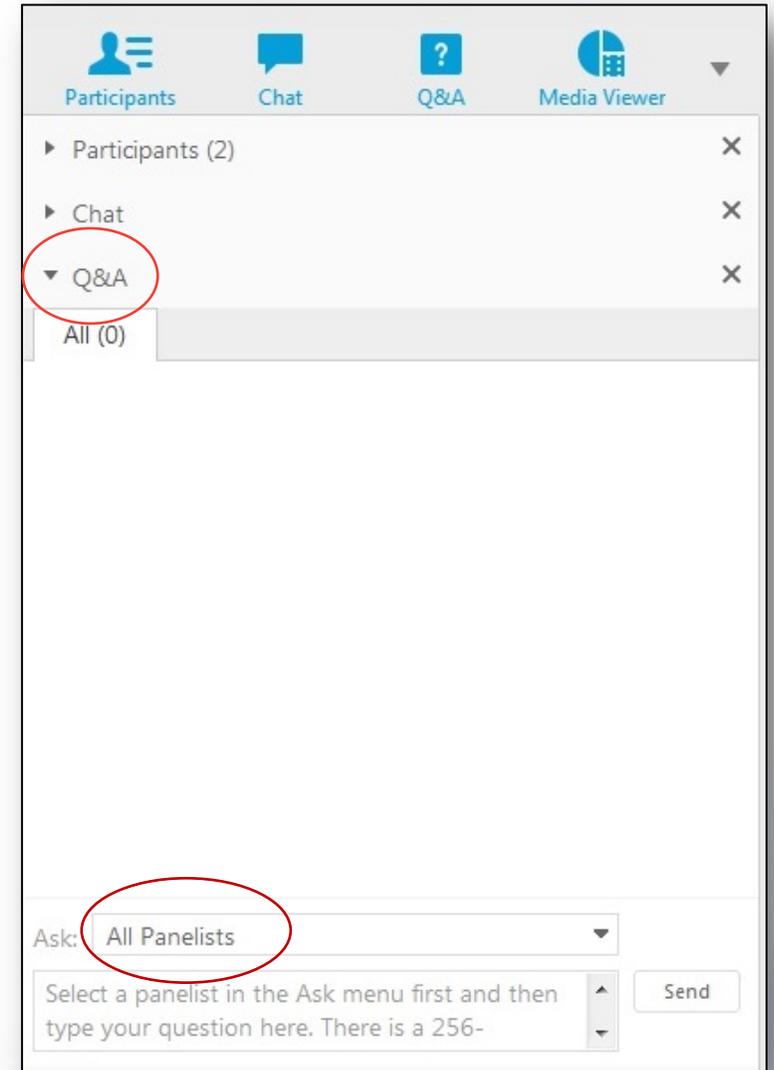
- Rick Lynch: 206-547-1269
- RickLynchTraining@Gmail.com

Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions ?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



Thank You for Your Participation!

If you have further questions or for more information, contact us: VISTAwebinars@cns.gov

Upcoming webinars:

Making Everything You Do Sustainable – December 15

Using the Segal Education Award – December 19

2:00pm Eastern

Visit the Webinars for VISTAs page on the VISTA Campus for a complete schedule of VISTA webinars