

Volunteer Recruitment



Ideas

Here are a list of ideas that can be used to promote your current volunteer opportunities

- Offer volunteering as a donation substitute. People who are unable to donate money, can instead donate their time to a worthy cause
- Ask existing volunteers to explain the reasons they volunteer. Use their responses to help come up with enticing reasons for prospective volunteers
- Use time-restricted appeals. Recruit volunteers for a specific limited time period first, such as over Christmas or Easter. This a good way to introduce people to volunteering, before promoting them to other, more permanent opportunities
- Be active in social media. Try to post engaging updates, photos and videos, showcasing the good work you do and the benefits people enjoy as a result. Share thank you photos or messages from clients as well
- Utilise your current volunteers to create a crowd-sourced recruitment effort. Ask them to help create the perfect recruitment effort—something that would convince them



Southampton Voluntary Services

- Try to involve children or families. Have children create messages detailing what they love about your organisation. It may be that it helps their parents or grandparents, and not just themselves
- Create an online dashboard detailing your volunteer recruitment and program results. You could share a wide variety of things, including number of people helped, amount of money raised/saved, hours spent volunteering or number of volunteers in projects



Multi-Channel Recruitment Ideas

There are many different channels you can use to spread the word on your volunteering opportunities

- Your website (Including RSS feeds and social media widgets)
- Partnership websites
- Your blog or newsletter
- Broadcast media (TV, Radio etc.)
- Community postings (School receptions, Notice boards)
- Print media (community or city newspapers)
- Podcasts
- YouTube, Vimeo or other video sharing sites
- Facebook, Twitter and other social media
- Email, text and direct mail

Suggested Supporters and Partnerships



Finding new supporters and partners will help involve and integrate communities, keeping them up to date by strengthening alliances

- Southampton Voluntary Services
- Corporate social responsibility programs
- Retiree and professional associations
- Healthcare providers and clinics
- Affiliated issue-based coalitions
- Nationwide Non-profit Associations, such as do-it.org
- Community advocacy organisations