

Welcome!
Volunteer
Recruitment

presented by

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Volunteer Management Principal #1:

**Make sure the volunteers are doing
something they **want** to do.**

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

Methods of Recruitment

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

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

Methods of Recruitment

Warm Body

Concentric Circles

Brokered

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

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 Shackleton, 1917

Where Can We Find Them?

1. Places of worship
2. Shops
3. Neighborhoods
4. Recreational spots and organizations
5. Places they congregate
6. Clubs they belong to
7. Political groups they may belong to
8. Employers
9. Professional groups/associations
10. On-line communities

How Will We Communicate?

1. Presentations to groups
2. Posters
3. Brochures
4. One-to-one conversations
5. Booths
6. Classified ads
7. Beer Coasters
8. Radio spots
9. Open house
10. Media interviews
11. Donated advertising
12. Internet sites

Recruitment Sites

www.volunteermatch.com

www.volunteer.gov/gov

www.idealist.org

www.taproofoundation.org

www.ngoabroad.com

www.allforgood.org

www.do-it.org.uk

Your own website

Volunteer Match Statistics

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?

Warranty

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