



# Online Recruitment: The Importance of Being Visible on the Internet

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Marshfield Clinic Center for Community Outreach

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## Welcome! Who's at your Table?

If possible, choose a table where someone else is already sitting. Introduce yourself:

- Name
- Share what your organization does
- Share how your organization uses volunteers

If time, get to know others around you.

(Making introductions now will save time later when we break into small groups for an activity.)

# Meet our Presenters: Rachel Jensen & Shelly Kaiser





# What is Volunteer Wisconsin?



A collaborative initiative between Marshfield Clinic, Serve Wisconsin and volunteer centers statewide committed to serving as the state umbrella organization dedicated to volunteerism.

Volunteering matching website

Marshfield Clinic AmeriCorps-Volunteer Wisconsin

Training, promotion and support

[www.VolunteerWisconsin.org](http://www.VolunteerWisconsin.org)

# Objectives

- Examine why having an online presence is important
- Explore platforms for volunteer recruitment
- Share tips for creating listings that get results
- Evaluate and refresh one of your online listings

# My Online Presence

My organization's website

Facebook

Volunteer Center Website

Volunteer Wisconsin Website

VolunteerMatch

E-Newsletter

Community Calendars

Craigslist

Twitter

LinkedIn

Idealist.org

Online version of newspapers

Senior Center website/e-Newsletter

Municipal website

Chamber of Commerce website

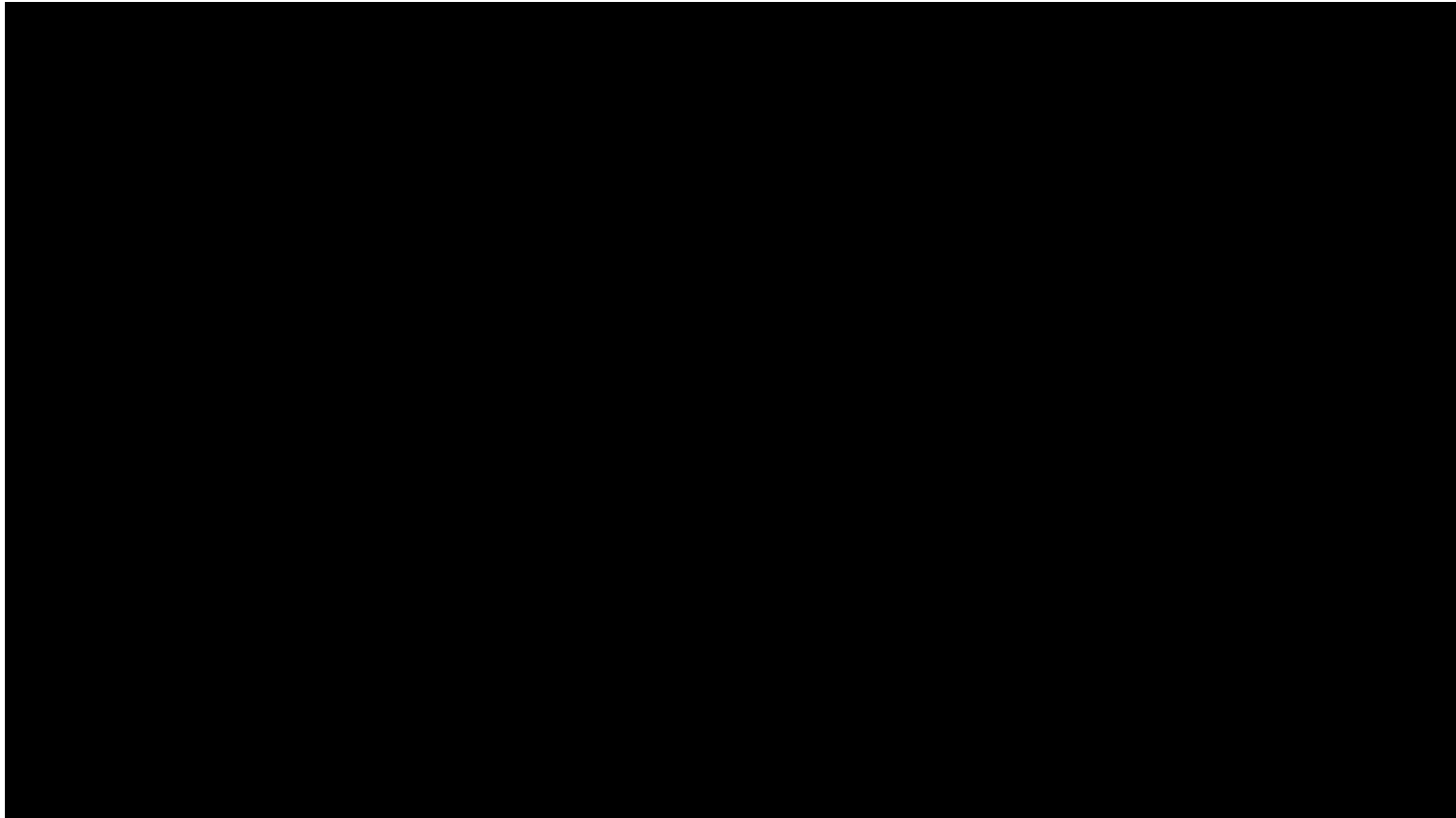


# The Importance of Your Online Presence

- American adults average 7-11+ hours of screen time per day
- Capitalize on what's trending – notable online moments
- It's in your budget
- It's fluid
- Ability to be shared
- May be the **ONLY** way to reach certain audiences
- Others?



# The Importance of Your Online Presence



<https://www.youtube.com/watch?v=N4znQDyz038>



# Platforms for Recruiting Online

Refer to *Online Volunteer Recruitment* handout

- [www.idealists.org](http://www.idealists.org)  
Idealist connects people with opportunities for action and collaboration. In addition to posting volunteer opportunities, Idealist also has sections for events, internships, jobs, and organizations.
- <http://get.noblehour.com>  
NobleHour connects people with opportunities, tracks projects and service hours, and helps generate impact reports. Free for individuals to search opportunities and track hours, and for nonprofits and business to post volunteer opportunities.
- [www.volunteermatch.org](http://www.volunteermatch.org)  
VolunteerMatch is the Web's largest volunteer engagement network supporting more than 100,000 nonprofits and 13 million visitors per year. Also a good source for free volunteer management training.

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## Websites for Posting Skills-Based Opportunities:

- [www.abillionpluschange.org](http://www.abillionpluschange.org)  
A Billion + Change hopes to transform the business culture so that all American companies respond to community needs and support employee's efforts in pro bono and skills-based service.
- [www.catchafire.org](http://www.catchafire.org)  
CATCHAFIRE is a community focused on matching professionals with nonprofits based on skills, interest, and time availability.

# Maximize Your Use of Get Connected

## Edit Tab

- Upload your logo (square)
- Upload pictures and videos
- Include links – website, Facebook, Twitter

## Event Tab

- Post agency happenings not volunteer related (fundraisers, learning & enrichment trainings). Insert links to connect events with opportunities.

## Other

- Use group registration option for events. Toggle when creating
- Scheduling – multiple shifts for the same need
- Verified Volunteers (coming soon-submit form to learn more)
- Volunteer check-in

## What Makes a Good Listing?

### Offer Children a Safe Haven

Children are being abused. You can help by offering temporary shelter. We'll show you how you can help these children and help yourself at the same time. Click "Respond" to let Lisa Aden know you'd like to learn more.

## Small Group Activity

1. Gather in groups of three
2. Pull out the volunteer listings from your folder and share a copy with your group
3. Using the checklist, brainstorm good ideas and refresh each listing
4. Coming up with a catchy headline is easiest when done as a group

# Share: Creative Headlines



# Questions?





## Connect



[Facebook.com/VolunteerWisconsin](https://www.facebook.com/VolunteerWisconsin)

[www.VolunteerWisconsin.org](http://www.VolunteerWisconsin.org)



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