

22 Volunteer Recruitment Ideas

1. When you have a meeting with alumni/parents/friends of the chapter, make sure that there are several volunteers with you, both to talk about their own experiences and to help you deal with interested applicants. Prep the undergraduates on how to interact with the attendees. If it is at the house or where they might stop by the house, be SURE to have the house and grounds looking the best possible.
2. Never walk away from a meeting with alumni/parents/friends of the chapter without getting the name and contact information of everyone who was in attendance. Follow-up with each of these people within one week or less.
3. When trying to recruit a group, look up its mission and use some of the wording in your presentation, but don't overdo it. Many community membership organizations (Masons, Elks, etc.) are looking for new members. There is a mutually beneficial opportunity.
4. Contact high school and college department heads in any subject areas that coincide with your needs to see if volunteering with you can become part of a class assignment.
5. Create a "Resource Inventory" file of current and past volunteers.
6. When trying to enlist an alumnus, take one of their classmates with you to help persuade them. Make sure this person is both committed to and informed about your needs.
7. Speak the language of the person you are trying to recruit. Ask yourself; "What do we do that would be of interest to them?" and highlight this in your approach.
8. Work with other chapters (fraternity and sorority) at your college to sponsor a volunteer fair at a local shopping mall.
9. Always tell why you are personally committed to your work when enlisting others, since it personalizes the job you are seeking to fill. If you aren't personally committed, recruit someone else to do recruitment.
10. Always recruit volunteers on the basis of the service to the members, not the needs of the chapter. People work for people, not things.
11. Tell people as exactly as possible what they will do, how long they will be expected to do it and who will benefit.
12. Remember that you're trying to eliminate people's reasons to say "NO," not twist their arms into volunteering.
13. Never use guilt when trying to recruit.
14. Be honest and up front with people when trying to recruit. Do not lie about or

minimize the work or the time needed.

15. Avoid "first warm-body-through-the-door" methods of recruitment. If you can't get the right person, don't take anybody.
16. Break large volunteer jobs down into smaller components, then recruit people for these lesser time-consuming jobs.
17. Be careful about recruiting people to titles without explaining the actual job functions and responsibilities. "Secretary" can mean different things to different people.
18. Diagram where people will fit into the overall pattern of work. It will help them visualize their role in relation to others.
19. ALWAYS offer a job description, even if it's a simple one-sentence sketch of the work to be performed. This way, both you and they are more likely to understand their assignment.
20. Don't recruit until you know what you are doing and what the volunteers are going to be doing.
21. Appeal to your current volunteers to recruit their friends, Sponsor a "Bring a Friend" introductory luncheon.
22. Sponsor an open house for the neighborhood. Get your current volunteers to help meet and greet as well as prep the undergraduates to "win friends and influence people." You might get a neighbor or two involved!