



Recruiting enough people to support your activities requires more than a bit of planning

Volunteers are often recruited to a specific role and are usually found by advertising using posters, ads in newspapers and, more and more often, using websites and social media. But there is a lot of competition out there and volunteers can pick and choose where they offer their time. Use this work sheet for tips on finding the right people you need for your organisation and complete the exercise overleaf to plan your own recruitment campaign.

Recruit for skills, experience or difference! >

Instead of thinking of the volunteer ROLES you want to fill - think of the characteristics or skills you want in your organisation - perhaps it is someone who can cook, or is able to talk to groups of people, has a background in social care or knows a thing or two about social media. Consider adding new ways of thinking to your organisation - if you have all volunteers from the same background are you missing a trick? Young volunteers can bring something extra to an organisation and existing volunteers can get satisfaction by being involved in their training.

Remember to follow process >

Good recruitment means having a written recruitment process which is known to everyone in your organisation. It is no use having a recruitment campaign if you don't have people manning the phones to take calls - or don't have the right forms needed. It is very important you are aware of the law when recruiting - especially if you work with vulnerable people. Ensure you have (and adhere to) an Equal Opportunities policy. It is recommended you have a Volunteer Agreement which outlines your expectations and what the volunteer can expect from you (e.g. out of pocket expenses). Be timely to any enquiry - first impression do count.

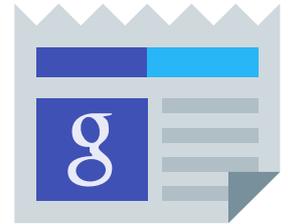
Next steps >



Recruitment is just the first step in ensuring you have the right people for your organisation. Induction, training and ongoing support must follow if they are to stay. Look out for the other worksheets in this series on how to protect, encourage & keep your volunteers.

Find out where they go to access information >

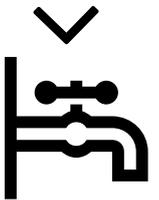
Discovering the right 'channel' to recruit people to join your organisation means research - ask your current volunteers (if you wish to recruit more of the same) - where they would look. In fact word of mouth is still the best method of volunteer recruitment.



Other methods include: articles in local newspapers, attending events and using specialist volunteer recruitment sites like Do-it.org or vinspired.com and LinkedIn for Volunteering. As well as using local Volunteer Centres, posters, recruitment days and using your own website and social media. Targeted recruitment is useful for finding new trustees and specialists - make a 'hit list' of people you would like to recruit and ask them personally to join your organisation.

Tap Motivation >

People offer their time for a variety of reasons - tap into their interests, aspirations, hopes and individual needs. Offer training, new experiences, social activities and a feeling that they are making a difference.



> Offer variety

People's lives are complex - they may have caring responsibilities or are only able to offer one day in a blue moon. Have a range of opportunities, some of which can be done away from your premises and/or can be done on an adhoc basis. When someone approaches your organisation with a particular skill, be prepared to devise an opportunity around their skills or experience.

> Saying no

Its difficult when someone shows an interest in your organisation to reject their offer of help. However not everyone will suit either your needs or ethos . You should be clear of why they are not suitable and offer help in finding an alternative volunteering role (either within your organisation or elsewhere).



Use the outline below to plan your volunteer recruitment campaign



List the skills you need or activities that require volunteers - these may not be necessarily roles you have already

List the type of person that might have these skills - by age, occupation or location

Where do they access information or hang out ? (i.e. the local paper or go on-line at the library)

What resources do you have or need to implement a great recruitment campaign?

What can YOU offer them?

What are their motivations?

Use this space to sketch out your recruitment blurb. Keep it short, simple, and pithy. Don't just say - We need volunteers - use images and key phrases that convey what you do as an organisation and the difference volunteers make. If possible be time specific. e.g. JOIN US for 3 hours a week and change the world.....

Would your campaign interested YOU?

This work sheet is in a series of organisational development activities aimed at organisations with a social purpose that can be completed in under an hour. For more Clarity and support on any of the issues covered visit: www.claritycic.org Email: info@claritycic.org Tel: 01363 860151