



Welcome to

Innovative Volunteer Recruitment

To join the audio portion by phone, please dial: **888.469.1756**

Passcode: **2233037**

The webinar will begin soon. While you wait, please share in the chat box: Think about a volunteer recruitment post that appealed to you. What was it about it that made it memorable?

Corporation for
**NATIONAL &
COMMUNITY
SERVICE** 

 **VISTA**
Volunteers In Service To America

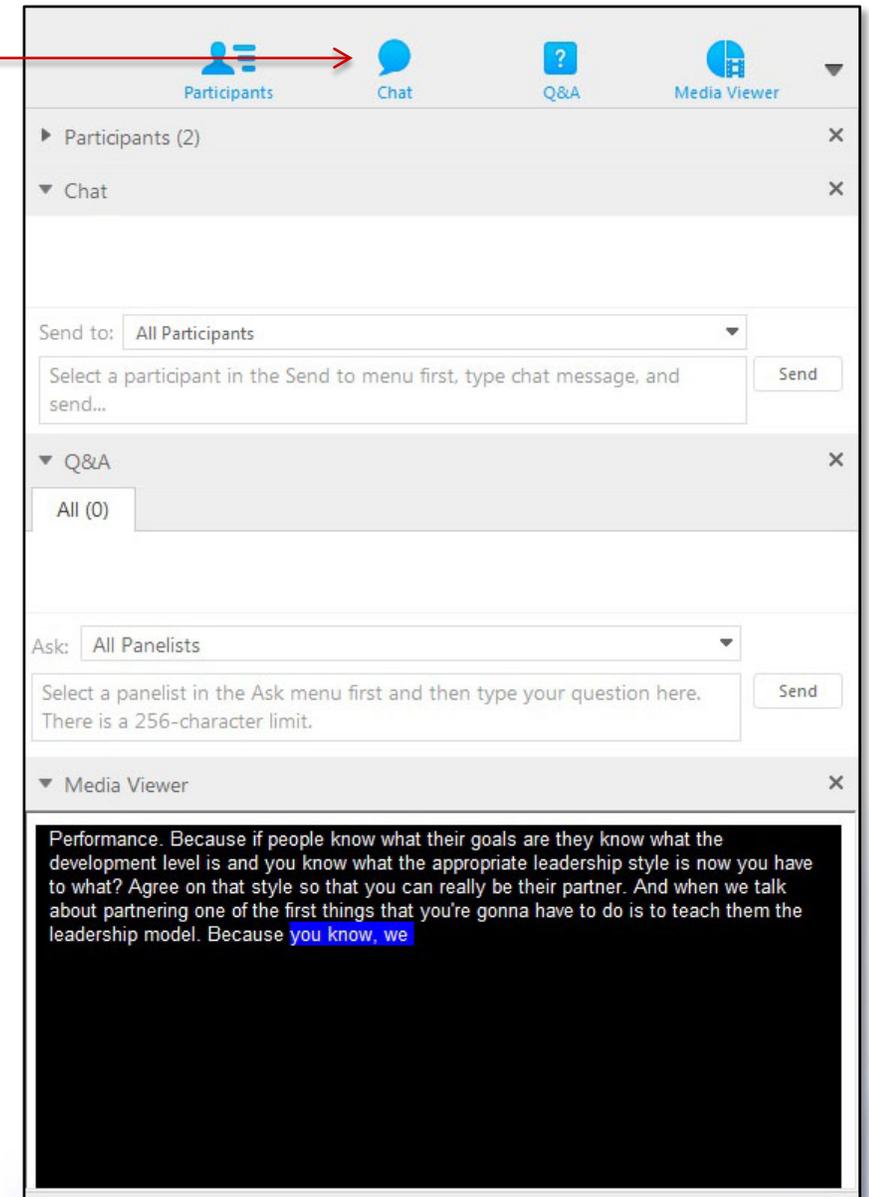
Dial: **888.469.1756**

Passcode: **2233037**

Tips for Participating

- Audio available online and by phone
- To share comments and ideas, use the Chat panel. Send to “All Participants”.
- To ask questions, use the Q&A panel. Send to “All Panelists”.
- Links and recording will be available after the session
- Closed Captions can be viewed in the Media Viewer panel

Click this button if you don't see the chat panel.



The screenshot shows a meeting interface with a top navigation bar containing icons for Participants, Chat, Q&A, and Media Viewer. Below the navigation bar are four panels: Participants (2), Chat, Q&A, and Media Viewer. The Chat panel is currently active, showing a 'Send to' dropdown set to 'All Participants' and a text input field with a 'Send' button. The Q&A panel is also visible, showing an 'Ask' dropdown set to 'All Panelists' and a text input field with a 'Send' button. The Media Viewer panel is at the bottom, displaying a video feed with closed captions. A red arrow points from the text above to the Chat icon in the navigation bar.



Welcome to

Innovative Volunteer Recruitment

Corporation for
NATIONAL &
COMMUNITY
SERVICE 



Dial:

Passcode:

Today's Team



Andy King
CNCS, Training
Specialist



Jess Knight
Education Northwest



Endi Clark
Education Northwest



Sam Graziani
JBS, International

Session Goals

By the end of the webinar, you will be able to:

- Apply foundational practices for effective volunteer recruitment
- Discover emerging trends in volunteer outreach
- Determine which audiences and outreach methods are most appropriate for specific volunteer positions

Today's Agenda

- The Fundamentals of Effective Volunteer Recruitment
 - Experiences of a current VISTA member
- Emerging Trends in Volunteer Recruitment
 - Experiences of a VISTA alum
- Practicing Innovative Volunteer Recruitment
- Next Steps and Resources
- Questions

Lead Presenter



Erin Barnhart,
Ph.D.

Effective Altruism, LLC

Poll Question

How much experience do you have recruiting volunteers?

Successful Volunteer Programs

- Plan
- Outreach & Recruit
- Screen & Match
- Train & Support
- Monitor & Evaluate
- Sustain



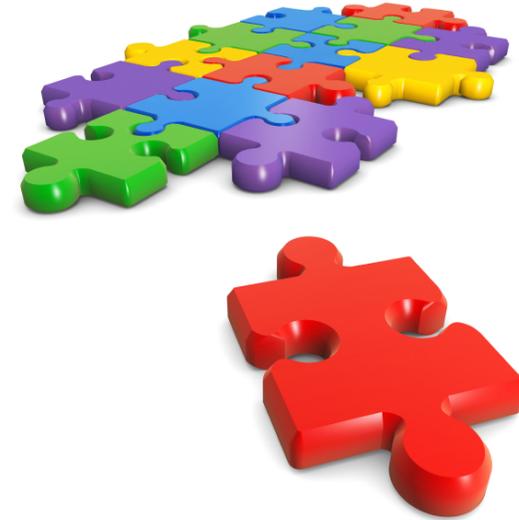
Outreach & Recruit



- Identify specific volunteer needs
- Develop volunteer task descriptions
- Develop a targeted recruitment plan
- Develop a plan for marketing the program
- Market your volunteer opportunities

Fundamentals of Effective Volunteer Recruitment

- Consider requirements of the position
- Important questions to ask:
 - What audiences might be the best potential fit for this position?
 - Where can I find these audiences?



Effective Volunteer Recruitment: Communication



- Important questions to ask (continued):
 - How can I best **communicate** with these audiences? What **methods** should I use?
 - What kind of **tone** or type of **language** will be most appealing?

A Serious Tone...

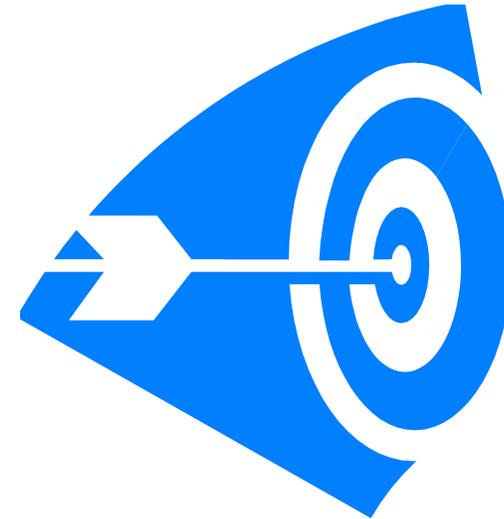
One in three children go hungry in Douglas County. You can help change this. The Food Bank of Douglas County is seeking committed individuals to help sort food and design menus to help families make healthy choices and get access to the food that they need. Shifts are flexible and benefits include getting to know fellow community members and learning more about nutrition and food systems. Join us today and lend a helping hand! Visit us online for more information and an application here: www.volunteer.org.

A Lighter Tone...

Are you the type of person who dreams about pancakes? Is lunch your favorite time of day? We need local foodies to help us sort food and design menus at The Food Bank of Douglas County. You can help us assist local families with making healthy choices and getting access to the delicious and dream-inspiring food that they need! Shifts are flexible and benefits include getting to know fellow food lovers and learning more about nutrition and food systems. Join us today and bring your passion for all things culinary! Visit us online for more information and an application here: www.volunteer.org.

Good Rules of Thumb

- Target your audience using specific language, methods, and locations
- Customize message rather than post the same thing in multiple locations
- Remember that your position description and your recruitment message are two different tools
- Evaluate your successes (and failures)



Guest Speaker



Salome Clarke
Habitat for Humanity of Denton County
Denton, Texas

Reaching volunteers: Online Database



Join • Opportunities •

More opportunities with Habitat for Humanity of Denton County

Data Entry Volunteer

Bring a smile to a volunteer-...

ReStore Volunteer

Help greet customers at the...

Have Construction Experience?-...

[Show More Opportunities](#)

Have Construction Experience?- Lead a team of volunteers

Habitat for Humanity of Denton County

About

Do you enjoy working with your hands? Supervising Others? Do you have experience with Home Construction? Be a leader at a Construction site! We need YOU to help supervise our volunteer groups and show them the ropes! Busy on weekends? No problem, work during the week with our Core Construction Team and help move the house along and build lifelong friendships!

Skills

Interior Design
Building Architecture
Construction
Renovation
Landscaping
Home Repair

Good Match For

People 55+

Requirements & Commitment

Background Check
Must be at least 18
Orientation or Training
2 Saturdays per month or a few days a week.

Reaching volunteers: Community Newsletters

- Leadership/Service Department at Local Universities
- Local Newspaper

Come Build With Us!
Habitat for Humanity of Denton County is seeking both individuals and groups to volunteer at our build site on the following Saturdays: 9/20, 9/27, 10/4, 10/11, 10/25, and 11/1. We have two shifts available 8am-12pm or 1-4pm. We need a max of 30 volunteers for each shift. Lunch will be provided between shifts.
[Org website/contact info]

Do you enjoy working with your hands? Supervising Others? Do you have experience with Home Construction? Come out and lead at a Construction site!
The following volunteer positions are available on the Habitat Construction Team.
House Leader
Crew Leader
Family Services Liaison
Meal/Snack Provider
[Org website/contact info]

Reaching volunteers: Internships/School Depts.

department of
TECHNICAL COMMUNICATION



- University of North Texas/Technical Communications Department

Trends in Target Audiences



- Skill-Specific Service
- Entrepreneurial/Do-it-Yourself (DIY)
- Seeking Employment

Trends in Recruitment Media

- Social media (and other online sites)
- Outreach via existing networks
 - Consider volunteer sharing!
- Face to face recruitment



Trends in Recruitment Messaging



- Passive vs. Active Recruitment
- Positivity vs. Negativity
- Humor vs. Professional

Real World Example from a VISTA alum



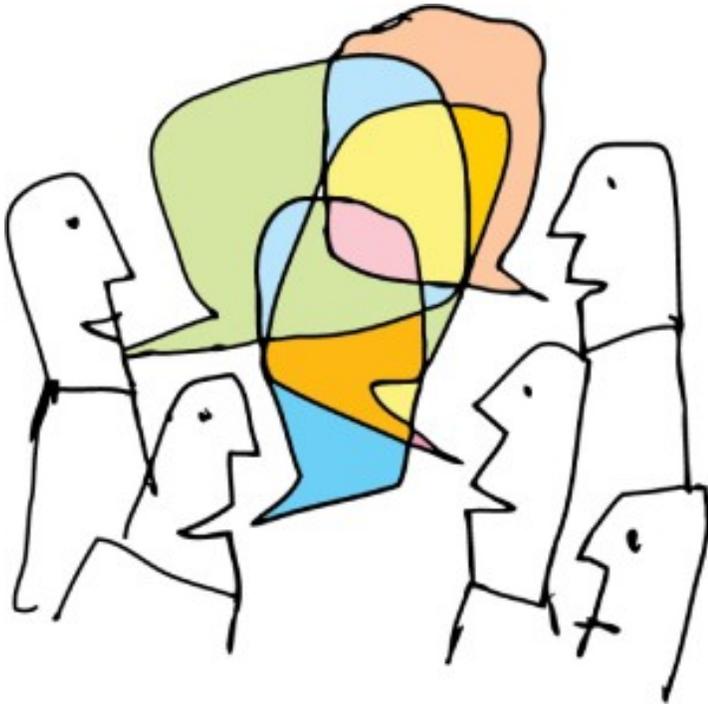
Rob Hemphill
Community Energy Project, Portland, Oregon

Volunteer groups

- Community Energy Project hosts 15-person groups to install weatherization supplies
- We present our volunteer opportunities as great teambuilding opportunities for corporate groups
- We make sure volunteers know they don't need ANY skills before hand – we will train them!



Build your reputation



- There is no better recruitment tool than a volunteer that had a good experience
- Find ways for volunteers to do the recruitment for you
 - Train volunteers to go to outreach events
 - Have volunteers make recruitment phone calls

Recruitment is hard work!

- 1 out of 10 answered phone
- 1 out of 3 people committed to volunteer
- 2 out of 3 people actually showed
- 50 attendees
 - Some math occurs
- 2,250 phone calls! (40 hours of work)



Practicing Innovative Recruitment



*Click this button
if you don't see
the chat panel.*

Volunteer Position: E-Zine Editor

Recruitment Message:

“We are seeking someone to serve as our e-zine editor. They will help us publish one online zine every other month. Help us get the word out on our organization’s good works!”

Summary

- Consider your audience, your locations/media, and your tone
- Recruit using innovations in the field
 - Your Audience: Skills-based service, entrepreneurial/DIY service, volunteers seeking employment
 - Where/How: Social media, existing networks, face to face recruitment
 - Language/Tone: Passive vs. active recruitment, positive vs. negative, humor vs. professional

Next Steps

- Choose a current volunteer position at your organization and brainstorm answers to the following questions:
 - Who might be the potential audience?
 - Where would you find them?
 - How would you recruit them?
 - What kind of tone and language would you use?
- Repeat with another current position or, where possible, a new position for which volunteers have not yet been recruited

Resources

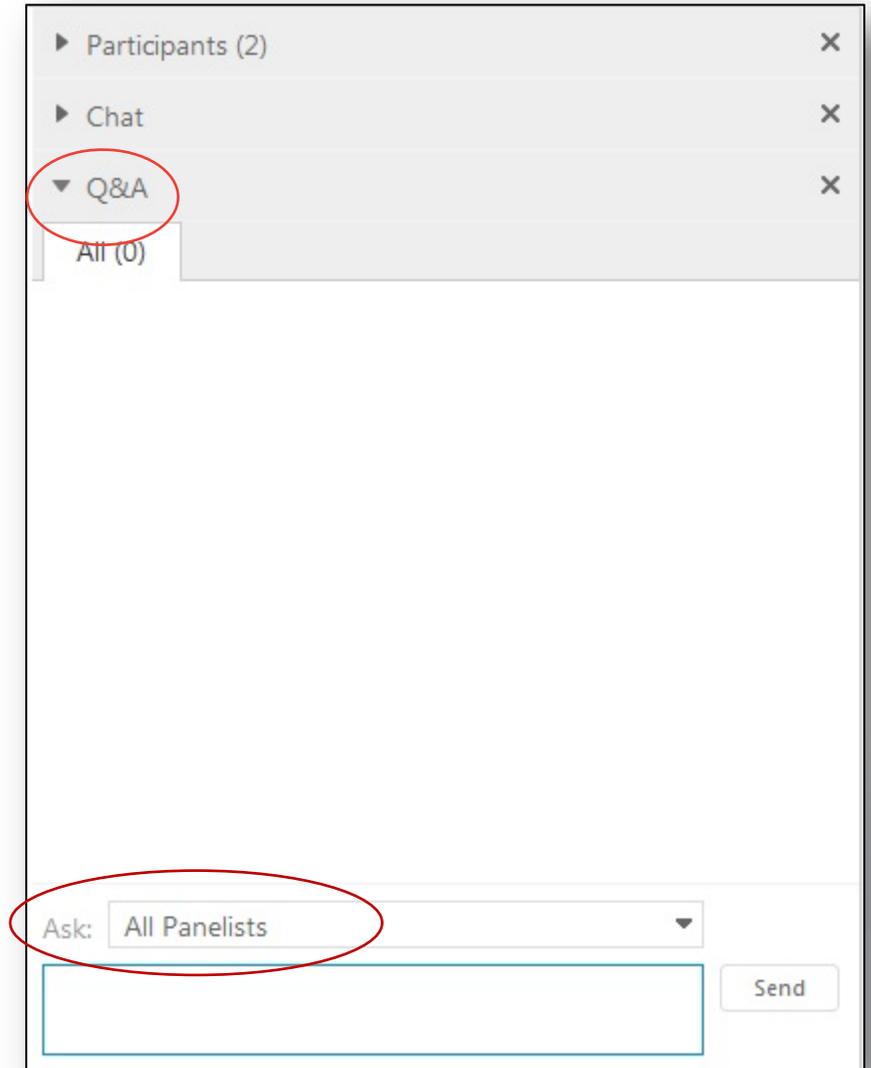
- Energize, Inc.
 - Online resources on topics like recruitment, social media, etc.
 - <https://www.energizeinc.com/a-z>
- On-Demand VISTA Webinars
 - Creating Volunteer Positions that Appeal and Engage
 - Using Social Media to Recruit Donors and Volunteers
 - <http://www.vistacampus.gov/vista-webinars>

Evaluation

- Please take a few moments to share your feedback through the quick poll on the right side of the screen.
- How can we improve these sessions? What topics should we include in future webinars?
- Thank you very much for your time and participation!

Questions ?

- To ask a question verbally, call in using the number on this slide and press *1
- To ask a question electronically, use the Q&A feature located in the bottom right corner of the screen. Please ask “All Panelists”



Thank You for Your Participation!

If you have further questions or for more information, contact us: VISTAwebinars@cns.gov

Our next webinar:

Considering Your Career Options

August 20, 2015

2:00pm Eastern

Visit the Webinars for VISTAs page on the VISTA Campus for a complete schedule of VISTA webinars