

# TARGETED RECRUITMENT PLANNING WORKSHEET

**VOLUNTEER POSITION:** \_\_\_\_\_

1. What are the skills/attitudes needed to do this work?

(If we draw a picture of the type of person who could do this work and enjoy doing it, what would he or she look like? Cover hobbies, personal characteristics, possible occupations, interests, and whatever else best contributes to the picture.)

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2. Based on this picture, where can we find these types of people?

(Think about work settings, educational background, leisure time organizations and activities, publications they might read, parts of town in which they are likely to live, and so on.)

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3. What volunteer motivations can we appeal to in our recruitment effort?

(Self-help, job enhancement, socialization, learning new skills, career exploration, leadership testing, giving back to the community, keeping productively involved, meeting new people, etc.)

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Adapted from McCurley, S., & Lynch, R. (2011). *Volunteer management: Mobilizing all the resources of the community* (3rd ed., Appendix 3, p. 357). Plattsburgh, NY: InterPub Group.