

Targeted Recruitment

Targeted Volunteer Recruitment

"If you're not looking for anyone in particular, don't be surprised when no one in particular shows up".

Targeted recruitment is almost always more effective than blanket recruiting

Regardless of the number of volunteers needed and function the volunteer(s) will serve, target your audiences and break your recruitment efforts into "mini-campaigns," which can be delegated to various people.

Steps of targeted volunteer recruitment:

Follow these steps for each job individually.

1. Write a volunteer job description— you need to know exactly what you want the volunteer to do. They work for you. You shouldn't have to spin your wheels trying to find or make work for them.
2. What skills and qualities are needed to perform this job (the more specific, the better).
3. What types of people are most likely to have these qualities? (e.g., age, gender, availability, educational level, experiences, etc.)
4. What are the best sources for finding my needed volunteers? Brainstorm this with someone else. Remember: *there are no rules for where you can and can't recruit volunteers.* Be creative!
 - a. delete those items that aren't feasible (but don't delete anything just because it is unusual).
 - b. prioritize those that remain.
 - c. localize this list (name *specific* companies, stores, clubs, groups, etc. You can use the yellow pages or internet to help you here).
 - d. prioritize this list. Consider:
 - i. which are linked to your organization in some way?
 - ii. does anyone at your organization have a contact there?
 - iii. is there some other appeal of this target?
5. What techniques or methods would be most appropriate to gain access to them? Speak their "language".
6. What benefits will these volunteers receive by doing this job? Consider your arrangement an **exchange** (e.g., work experience, networking opps, etc.).
7. Who is the best person to do this recruitment and why?