

VOLUNTEER RECRUITMENT

Four recruitment methods

1. **Direct ask** – to ask another individual or a group in a face to face situation
2. **Indirect ask** – to use a letter or the media or a newsletter to get a message out
3. **Delegated** – to use other volunteers to seek new recruits or post available positions in the school newsletter or bulletin board
4. **Targeted** – to take the position description and the skills that are identified and target someone specifically who has those skills

Best Practices in Recruiting

- Recruitment is an on-going process. Always be on the lookout for people who have the skills, interest and desire to support the program
- Communicate, communicate, and communicate about the program
- Stick to your word, be honest about the position the volunteer was recruited to do and the time required to complete the task
- Asking potential volunteers directly is a proven and successful recruiting strategy
- Volunteers encompass a wide range of ages. Targeting parents, students, seniors, grandparents and community members is necessary for sustaining a successful volunteer team
- Follow-up immediately on any leads that you receive

Use a variety of strategies

- Set-up a display at the school open house. Provide program information and directly ask people to volunteer
- Market to all parents. Focus on parents of primary aged children
- Have a regular column in the school newsletter
- Have a bulletin board in the school and post notices asking for volunteers
- Send a media release to the local papers highlighting the program
- Ask current volunteers to bring a friend with them for a day
- Contact local Women's Institutes and Service Clubs and ask for volunteers
- Ask older students to help with assisting younger children and cleaning up
- Recruit High School students who need to complete their community service hours

