

Planning a Volunteer Recruitment Campaign

Getting Our Message Out

- What is our message?
- How will we get that out to the public?
- Have a look at current messages from elsewhere – do they attract suitable potential volunteers?

Timing

- When will we start our recruitment drive?
- How long will it run for?
- When is the best time to try to recruit volunteers? All year/New Year/Volunteers Week/themed week
- When will we have the resources to recruit?

Human Resources

- Who will coordinate the recruitment drive?
- Who will be the main contact for people who show an interest?
- Who in our organization needs to know about the recruitment drive?
- What do our people need to know about the recruitment drive?

Quantity

- How many volunteers do we want to attract?
- How many volunteers for each role do we want to attract?
- Will we try to attract more volunteers than we need as we will be selecting from those who apply?

Locations

- Where will we advertise?
- From where might we attract volunteers?
- What happens in our community that we can be associated with?
- Are there major economic features in our community that might impact on recruitment?

Responding to Potential Volunteers

- How will we respond?
- What will we do when people show an interest in getting involved with us?
- Will we use written info?
- Will we invite potential volunteers to our base/meet online/something else?

Funding Resources

- What costs might we face in the recruitment of volunteers?
- What funds/budgets will we **need** for the recruiting of volunteers?
- What funds/budgets will we **have** for the recruiting of volunteers?
- Are there any funders that we could approach for financial assistance to enable us to recruit volunteers?