

38 TECHNIQUES FOR RECRUITING VOLUNTEERS:

A CHECKLIST

✓	# TECHNIQUE	PERSON RESPONSIBLE/NOTES
	1. Place a newspaper ad (Sunday is the best day)	
	2. Do a TV or radio spot (Public Service Announcement)	
	3. Have your volunteers appear on talk shows (Radio and TV)	
	4. Get newspaper coverage (Stories about your work and individual volunteers, etc.)	
	5. Hold volunteer recruitment parties at your offices	
	6. Have open lunches or bag lunches	
	7. Have invitational lunches	
	8. Give presentations to community groups	
	9. Be on the emergency speaker's list of local community groups	
	10. Share your needs and programs before local Boards and Com- missions (get mentioned in their minutes)	
	11. Send out flyers	
	12. Put flyers on "key posting areas" around town	
	13. Put flyers in appropriate shops	

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A CHECKLIST (cont.)

✓	#	TECHNIQUE	PERSON RESPONSIBLE/NOTES
	20. cont.	<ul style="list-style-type: none"> <li>. YWCA &amp; YMCA</li> <li>. Boy &amp; Girl Scouts</li> <li>. Future Farmers</li> <li>. Boy's &amp; Girl's Clubs</li> </ul>	
	21.	Ask your local politicians for names of prospective volunteers	
	22.	Student Associations	
	23.	Recruitment booths at local schools	
	24.	Telethons	
	25.	Volunteer fairs	
	26.	Get photos of your volunteers into local newspapers with news articles	
	27.	Recruit with personal letters from your volunteers to candidates	
	28.	Hold teas and dinners	
	29.	Recruit over the telephone	
	30.	Contact unions and their local offices	
	31.	Talk to public relations people at local large industries about getting ads in their periodicals	
	32.	Contact local corporations about donated executives and "release time"	
	33.	Contact professional societies for names of likely volunteers	

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	14. Put ads where likely volunteers congregate: <ul style="list-style-type: none"> <li>. Supermarkets</li> <li>. Community &amp; Senior centers</li> <li>. Churches</li> <li>. Unemployment offices</li> <li>. Student employment offices</li> <li>. Student unions</li> <li>. Libraries</li> </ul>	
	15. Encourage volunteers to recruit friends	
	16. Film or slide show	
	17. Start a speaker's bureau (volunteers trained to give presentations for you)	
	18. Pass out recruitment brochures	
	19. Put ads in membership newsletters	
	20. Contact local resources <ul style="list-style-type: none"> <li>. SCORE (Service Corps of Retired Executives)</li> <li>. Volunteer Bureau</li> <li>. AARP (American Association of Retired Persons)</li> <li>. NRTA (National Retired Teachers Association)</li> <li>. NCVA (National Center for Voluntary Action)</li> <li>. Junior Leagues</li> <li>. Junior Chamber of Commerce</li> <li>. Service Clubs (Rotary, Elks, Optimists, etc.)</li> <li>. AAUW (American Association of University Women)</li> <li>. League of Women Voters</li> <li>. PTA (Parents Teachers Association)</li> <li>. RSVP (Retired Senior Volunteer Program)</li> </ul>	

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	34. Ask successful volunteer organizations how <u>they</u> recruit their volunteers ... then follow their examples	
	35. Hold press parties	
	36. Train representatives from corporations, unions, and minorities to recruit for you	
	37. Hold recruitment drives with other organizations in the community	
	38. Hold recruitment meetings based on the Tupperware model (people gather in friend's homes for recruitment "parties")	

VOLUNTEER JOB ASSIGNMENT

TITLE:

MAJOR OBJECTIVES:

MAJOR RESPONSIBILITIES:

QUALIFICATIONS:

TRAINING AND/OR PREPARATION:

TIME AND PLACE:

LENGTH OF COMMITMENT:

ON-THE-JOB SUPERVISION:

NAME AND TITLE OF SUPERVISOR: