Volunteer Recruitment

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Huron River Watershed Council

Volunteer Recruitment

- Successful Volunteer Program Components
  - Motivational factors*
  - Job Description*
  - Recruitment*
  - Application
  - Screening
  - Placement
  - Evaluation
  - Ladder of engagement*

Volunteer Recruitment

- Successful Volunteer Program Components
  - Motivational factors

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  - Motivational factors
    - Individuals
      - Impact
      - Social
      - Learn
      - Teach
      - Power

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      - (Food)

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      - (Food)
      - (Kittens)

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      - Social
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      - Power
      - (Food)
      - (Kittens)
    - Groups
      - Team building
      - Service learning
      - Community recognition
      - Internal goals for service

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Volunteer Recruitment

- Successful Volunteer Program Components
  - Job Description
    - Title
    - Goals
    - Requirements: hours, physical abilities, transportation
    - Skills and abilities
    - Orientation/training
    - Supervisor/supervision
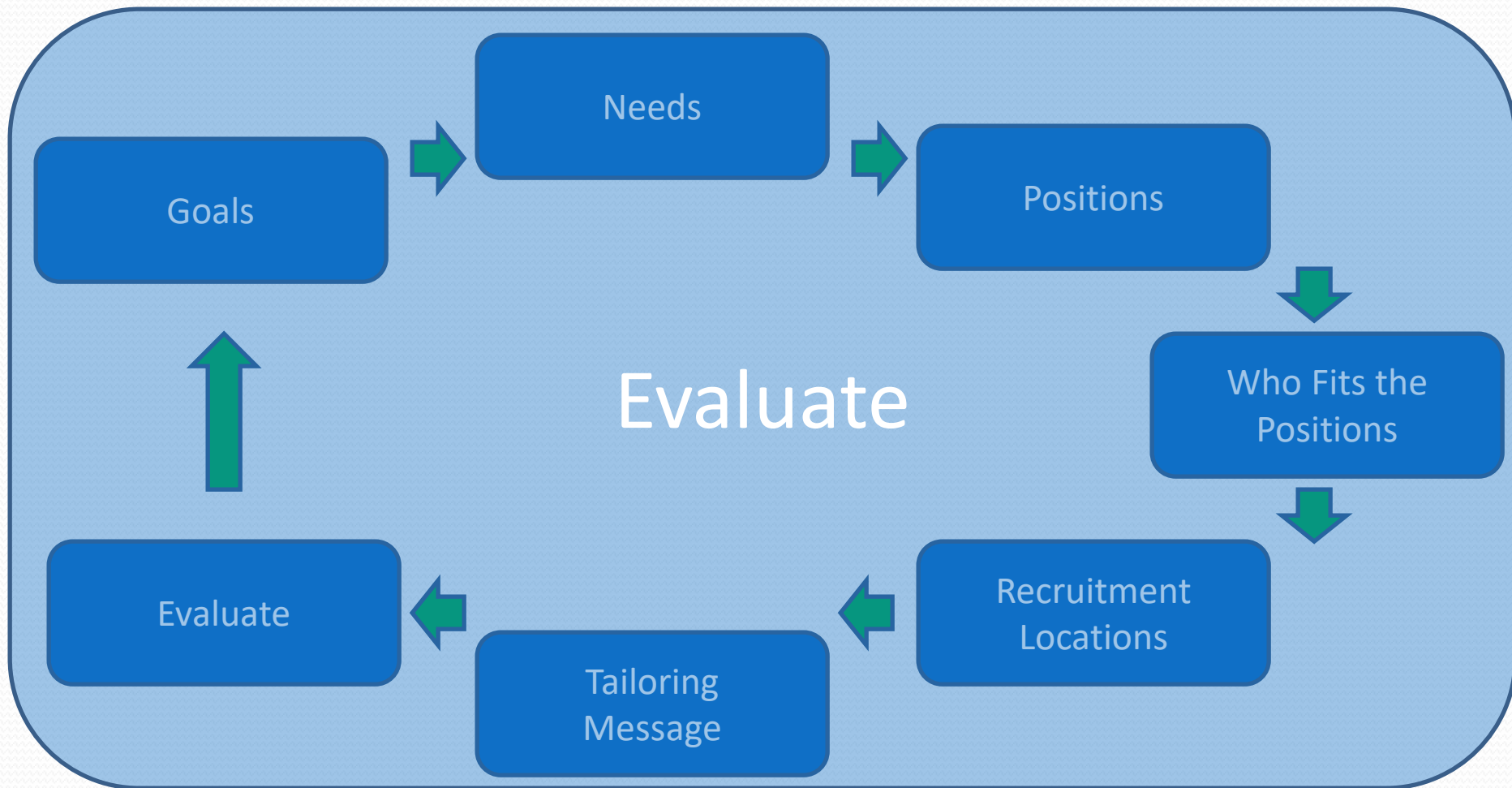   - Benefits
    - Point of contact
    - EEO/DEI statement

Volunteer Recruitment

- Successful Volunteer Program Components
  - Recruitment

Volunteer Recruitment

- Successful Volunteer Program Components: Recruitment

Needs

Goals

Positions

Evaluate

Who Fits the Positions

Recruitment Locations

Evaluate

Tailoring Message

Volunteer Recruitment

- Recruitment Locations

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- Recruitment Locations
  - Existing volunteers

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  - Skills based

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  - Skills based
  - Schools

Volunteer Recruitment

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  - Existing volunteers
  - Skills based
  - Schools
  - Environmental orgs

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  - Schools
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  - Recreationalists

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  - Corporate groups
  - Court ordered service

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- Websites
  - Stewardship Network
  - Noble Hour
  - Create The Good
  - Online Newspapers
  - All For Good
  - Local Wiki
  - Idealist
  - Volunteer Spot
  - Volunteer Match
  - Worldwide Helpers
  - United Way
  - Volunteer Centers
  - Universities
  - Citizen Science Day

- Traditional
  - Local Newspapers
  - Radio
  - Fliers

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Questions?

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