

Recruitment & Placement

Matching Volunteer Skills with Service Needs



Steps to Developing a Targeted Recruitment Plan

1. Target your market
2. Identify features and benefits
3. Craft a powerful message
4. Design a communication strategy

Recruitment Message Worksheet

Step 1: Who is your audience? Who are you targeting?

Step 2: Identify Benefits and Features of Volunteer Position

- **Benefits:** What volunteering does for the volunteers, such as teaching them a skill, having fun, meeting people, etc.
- **Features:** Descriptive elements of the volunteering, such as when, where, doing what with whom, etc.

Benefits

What are the benefits to volunteering in this position?

Examples:

- Increased knowledge, skill, or experience
- Professional development

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- Networking
- Reimbursement of expenses
- Being a part of your community
- Sense of accomplishment
- Be a part of the solution to social problems locally
- Others

Features

What

Describe the overall position in a clear, comprehensive, concise manner.

When

What is the time commitment for this position? Is it an ongoing, regularly scheduled opportunity, a one-day service project, or could the volunteer complete the position requirements according to their schedule?

Where

Where is the volunteer opportunity? Does the position require the volunteer to be in a certain place or can the position requirements be carried out anywhere? Is it a virtual volunteer opportunity?

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Why

What need is this volunteer opportunity filling?

With Whom

Will the volunteer be working with other individuals to carry out their duties?

Other Key Information

Is there any other critical information for the volunteer to know about this position?

Possible Barriers

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Step 3: Craft a Powerful Message

Simplify your message and get creative.

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Step 4: Design a Communication Strategy

What are some techniques you utilize? What is the most effective technique?

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Sample Recruitment Message

Job Title:

Senior Swim Driver

Work Location:

Downtown YMCA

Reports to:

Director of Senior Programs

Purpose of the position:

To help seniors get regular exercise

Responsibilities/Duties:

Picks up and drives two to four seniors to YMCA pool once a week.

Qualifications:

Eligible candidates include adults over 21 years of age who have automobile with insurance, good driving record and who pass a criminal history record check. Must be dependable and enjoy working with seniors

Commitment:

Three hours per week, from 7 - 10 a.m.

Every Wednesday for six months

Responsible for arranging for a replacement driver from volunteer list in advance of a known absence

Training:

Two-hour orientation and training session

Benefits to volunteer:

Get regular exercise and free swim pass good on any day (courtesy of YMCA)

Mileage reimbursement

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Message:

Having trouble getting regular exercise?

Become a Senior Swim Club Driver for the Silver Spring Home taking our seniors once a week to the pool will get you poolside, plus provide you a free YMCA pool pass! All you have to do is dive in.

Requirements are as follows:

- Availability Wednesday mornings from 7 - 10 a.m.
- Driver's license, insurance and car that can seat at least three passengers
- Willingness to help others

Recruitment Techniques

- Social media tools to facilitate social networking (Facebook, MySpace, Twitter, YouTube)
- Fliers
- Internet sites (Idealist.org, Volunteermatch.org, craigslist.org)
- Organization Website
- Local community centers
- Retirement homes
- Grocery stores
- Family members
- Friends
- Colleges
- Local schools
- Doctor offices
- Workplace
- HandsOn Action Centers or other volunteer centers
- Public events
- Student center
- Dining hall
- Sports clubs
- Coffee shops
- Email listservs
- Telephone
- Mailings
- Non-profit organizations
- Local businesses
- Local government
- Current volunteers
- Faith-based organizations
- Military groups
- Teacher associations
- Unions
- Mom's groups
- Others

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Sample Interviewing Questions

- What interested you about this volunteer position?
- Is there an aspect of our mission that motivates you to want to volunteer?
- Tell me the story of how you chose your education program OR career path OR life work?
- Have you volunteered in the past?
 - Yes: What have you enjoyed most about previous volunteer work?
 - No: What have you enjoyed most about previous paid work or other activities?
- Are you involved in other organized activities?
- What special skills would you like to utilize as a volunteer?
- Are there tasks that you do not want to do as a volunteer?
- Can you briefly talk about your experiences as they relate to this position?
- What would you say are three of your strengths?
- Do you prefer working independently or with a group?
- What would be the ideal volunteer job for you and why?
- Describe your ideal supervisor.
- What are your expectations of our organization? Of our employees?
- What are your personal goals for this experience?
- Do you have any concerns about what we expect of you?
- Are you willing to make a time commitment of ____?
- Are you interested in some training pertinent to this position?
- Do you have any questions that you would like to ask us?