



Growing the Volunteer Pool

LMSC Leadership Summit
Phoenix, Arizona
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Learning Objectives

- Understand what recruitment is and the impact of doing it well
- List objections and barriers to volunteering... and some strategies to overcome them
- Design an effective recruitment message
- Describe characteristics of effective recruiters

Definition

A process to attract and invite people to **consider** volunteer involvement within your agency, faith community, or organization.



4 Key Concepts

1. Until you identify and address peoples' possible resistance to volunteering, you will not reach your potential in volunteer recruitment
2. For volunteer recruitment to be successful, the needs of the organization and the needs of the volunteer must be met simultaneously
3. The recruitment invitation must, minimally, include 3 elements
4. Effective, trained people should recruit volunteers

Key Concept #1

- Until you identify and address people's possible resistance to volunteering within your organization, you will not reach your potential in recruitment

*Volunteers aren't paid,
not because they are worthless,
but because they are priceless.*

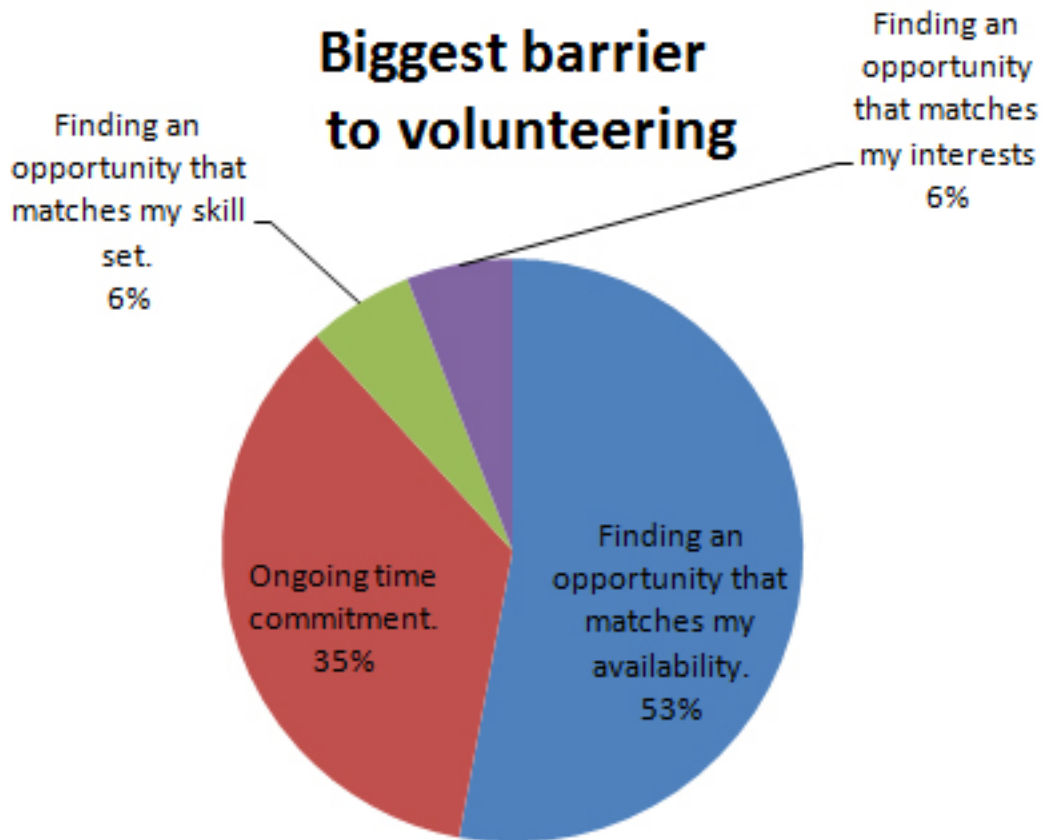
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Activity

- Identify any barriers or challenges that may keep prospective volunteers from volunteering within your LMSC and learn how to respond

Biggest barrier to volunteering



Barriers... and Responses

People's limited time	Develop more short term, episodic positions
Costs related to volunteering	Offer to cover expenses
Need flexibility; regular commitment difficult	Develop positions for people to do at their home or office
LMSC has majority of long-time standing volunteers	
Unhappy with direction or opinions of current volunteer base	

Key Concept #2

- For volunteer recruitment to be successful, the needs of the organization and the needs of the volunteer must be met simultaneously



Techniques to Avoid

- Don't focus solely on filling the position
- “There's nothing to it.”
- “We're desperate; anyone will do.”
- Cast your net and see who swims in.
- “You're a CPA. We could use one of you!”
- “We have lots of needs...HELP!”
- “I'm tired of doing it. Anyone else want to?”

Key Concept #3

- The recruitment invitation must include 3 elements:
 - The statement of need. (The need of the *member*, not of the LMSC)
 - How the volunteer can help.
 - Benefits of the position to the volunteer.

Discussion

- What are the benefits to volunteering in your LMSC?



Key Concept #4

- It is important to have effective, trained people recruiting new volunteers
 - Job descriptions available- Make sure they have the tools to SUCCEED and a mentor!

Best Volunteer Recruiters

- Volunteers who are:
 - Satisfied
 - Enthusiastic about their work and role
 - Articulate
 - Connected with the person or group being recruited
 - People say “Yes” to people they know and respect
 - Where you are today, where do you want to go tomorrow- Purpose drives people!

Summary

- Remember that volunteer recruitment is a process to attract and invite people to **consider** volunteer involvement within your organization
- Address possible barriers
- There must be mutual benefits
- Design an effective message
- Select and train people to recruit

*“Working hard for something we
don’t care about is called stress;
working hard for something we love
is called passion.”*