

# Recruiting Volunteers



Created for CultivateNC™  
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# Why are you recruiting?

The answer to that question will help to determine the best strategy for recruitment.



1. Short-term projects are short in duration with an end date.
2. Once the project is completed the volunteer position usually ends.



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# Long-term commitments might include drivers, educators, maintenance, caregivers or clerical responsibilities



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# Some projects need both





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# Example of short-term



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# Example of long-term



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# A General Call



Typically, most organizations send out a general call for help when they need volunteer support.



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# A General Call

A general call is important because it lets people know that everyone is welcome.

But, it is generally too vague to recruit many volunteers.



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# The best way to find volunteers

1. Identify potential volunteers who have the skills or interest in the project
2. Make a personal invite



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# Personal Invite



# Need a large group of volunteers?



## Look for teams instead of individuals.

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# Write a Volunteer Description





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Be sure to include information on the schedule, timeframe and any training or support that will be provided.



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# **Sample outline for a volunteer position**

**Job title**

**Qualifications**

**Purpose of position**

**Supervisor**

**Length of appointment**

**Training or Support**

**Work location**

**Dress code**

**Time Commitment**

**Benefits**

**Responsibilities**

**Other**

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# Create a title that reflects the function of the volunteer position



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# Looking for Potential Volunteers



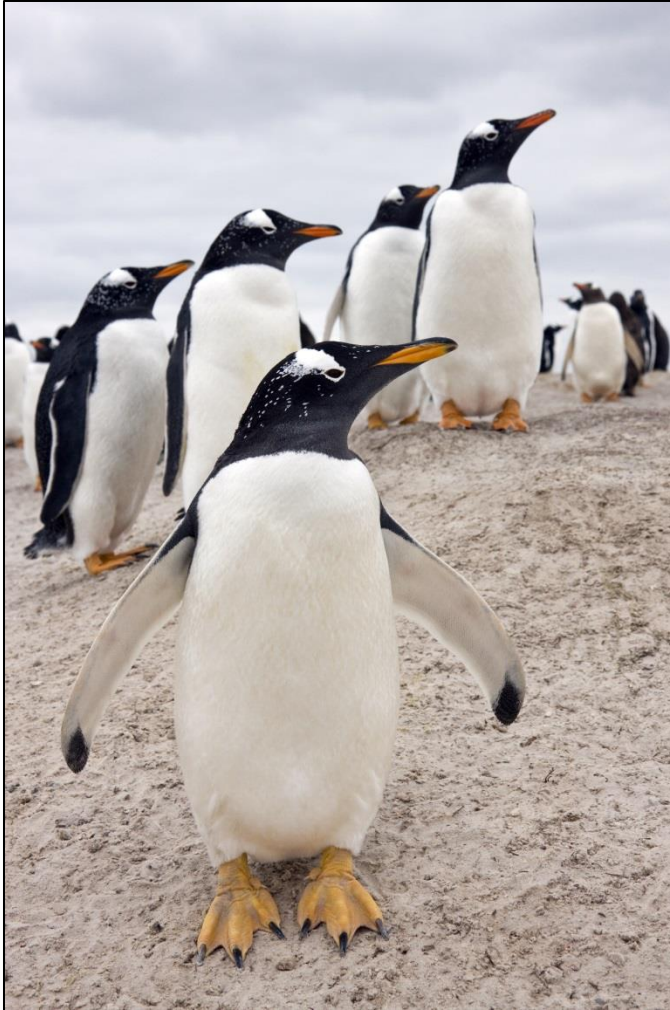
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**Advertise  
the Volunteer  
Position**



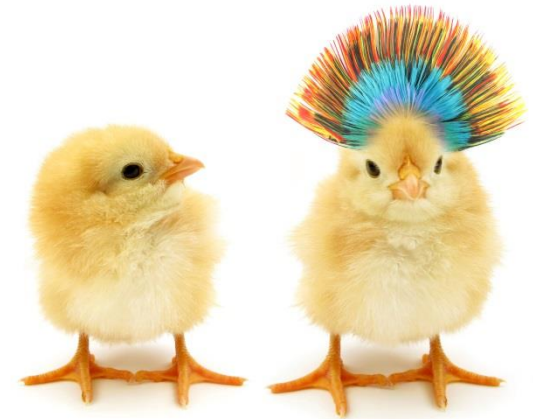


# Recruiting members of specific populations

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# Volunteer diversity is good for your project and good for the community

- Can help break down barriers between different cultural groups
- Encourages new friendships
- Encourages new business collaborations
- Builds social bonds



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# Taking care of your volunteers



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# Board of Directors





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# Practice Sketches

