

Volunteer Recruitment Resources



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How to Recruit Volunteers

One has to enter the wonderful and exciting of process of recruiting volunteers with the mindset of “it takes a village.” When it comes to volunteer recruitment, *it is everyone’s job*, not just the duty of the Leader of Volunteers. With a team of people coming together to share the mission of what we are doing, it becomes a shared responsibility, and more importantly, a shared win when you hit your goal. Below you will find tools to guide you on your recruitment journey.

1. Language matters. When recruiting volunteers, refrain from using the phrase “we need volunteers.” Think of it as inviting them to join in on accomplishing our mission, not that we can’t do it without their help or are desperate for help to function. Instead try phrases like “We are looking for volunteers to join our team!” [Watch this short 4 minute video BEFORE you embark on your recruitment journey as it can make a huge difference in your recruiting efforts.](#)
2. If you are unaware of your own unconscious bias towards volunteering, it could be leading to unintentional - or even intentional – exclusion of potential volunteers involuntarily sabotaging your recruitment efforts. Remember not to discount how someone may support our mission based upon their ability, how they look, or where they may be from. [Watch this 20 minute video to ensure you are recruiting with a clean slate.](#)
3. For the best result, you need to be very clear, not only about what type of volunteer you would like to recruit, but how many you would like to engage. Determine what type of volunteer you would like to engage by assessing the areas in your organization where you can improve and/or maximize input. Remember, CLARITY ATTRACTS.
4. Identify your recruitment team who will be assisting you with spreading the word. Some examples include current volunteers, current local community partners, current staff members, current corporate partners.
5. Communicate the goal
 - i. Share out the goal to recruitment team.
 - ii. Share what the reward will be if the team hits the goal
 - iii. Provide a referral incentive...maybe even make it a contest
 1. The person who refers the most volunteers who stay on for at least xxxx months wins XXXXXXXXX
6. Identify organizations and/or areas that potential volunteers may reside, be associated with, and/or consume information. Some examples to get you started include:
 - a. Community meetings (chamber of commerce)
 - b. Current volunteer employer HR
Current volunteer employer ERGs(Employee Resource Groups)
7. Assign recruitment duties to your recruitment team. Be creative! Think outside of the box! A few examples may be:
 1. Recruitment team lead: to keep track of information in slack
 2. Recruitment town crier: report back to volunteers either at each morning circle up or weekly at a morning circle up

8. Based on assignments, recruitment team communicates the opportunity to where your potential volunteer consumes information.
9. Keep team posted on progress towards goal
10. Celebrate when goal is met

Suggested Recruitment Language Guide

Instead of :	Say:
We need volunteers	Engage With Us !
We want volunteers	Join us on our mission to expand impact
We need your help with	Use your skills to
We can't do this without you	We impact more and have greater reach with you
	Make a difference in your community
	Make an impact in your community
	Join our team
	Grow with us
	Make a difference with us
	Combat homelessness with us
	Mentor someone today
	Share your gift with us

Volunteer Recruitment Websites

1. Volunteer Match - [VolunteerMatch - Where Volunteering Begins](#)
2. Swoovy- [Swoovy: Volunteer and Create Relationships Together](#)
3. Voly- [Voly | Where your passions and volunteer opportunities click.](#)
4. AARP- [Learn About Create the Good's Impact on the World \(aarp.org\)](#)
5. Handshake- [Hire Students and Graduates | Handshake \(joinhandshake.com\)](#)
6. LinkedIn - [Post a job | Indeed for Employers](#)
7. [Indeed Jobs](#)
8. Idealist - [Jobs, Volunteering, Grad Schools, and More - Idealist](#)
9. Charity Village [Home | CharityVillage](#)
10. All for good [All For Good](#)
11. Catchafire- [Catchafire - Skills-Based Volunteer Matching](#)

12. Do Something - [We Are A Youth-Led Movement for Good | DoSomething.org](#)
13. GozAround - [GozAround - Find, Measure & Share Your Social Impact](#)
14. GivePulse
15. REI - [Outdoor Forums & Discussions | REI Conversations](#)
16. United Way
17. Taproot- <https://taprootfoundation.org/>

Books

- a. [No Ego – Cy Wakeman](#) – Cy Wakeman
- b. [Who Moved My Cheese](#) – Spencer Johnson M.D.
- c. [Demystifying Disability](#) – Emily Ladau
- d. [The Volunteer Recruitment Handbook](#) Susan J. Ellis