

# Volunteer Recruitment Plan

**Volunteer Assignment:** \_\_\_\_\_

*(Use a new worksheet for each volunteer assignment you need to fill)*

## Step 1: Consider why people may or may not volunteer with you.

<b>What might motivate prospects to volunteer for your organization?</b>	<b>What can you emphasize to increase someone's willingness to volunteer for your organization?</b>
<b>What obstacles might stop the potential volunteers you want to engage from volunteering for your organization?</b>	<b>What can you change to minimize obstacles?</b>

## Step 2: Consider the Skills and Qualifications Needed for the Position.

<b>What skills or qualifications do volunteers need to possess in order to perform this position effectively?</b> (Including schedule availability, physical requirements, etc.)	<b>Is there any flexibility in any of the requirements?</b>

### Step 3: Imagine the Characteristics of the Ideal Volunteer for this Position.

<b>Demographics</b> <i>Who is this person? How old are they and where are they in their life?</i>	
<b>Employment</b> <i>What does this person do for a living? Are they a student?</i>	
<b>Interests and Hobbies</b> <i>What does this person enjoy? What do they do in their spare time?</i>	
<b>Beliefs and Values</b> <i>What is important to them? What are their values and beliefs? What words/phrases might appeal to them?</i>	
<b>Motivations and Desires</b> <i>What might motivate them to volunteer?</i>	
<b>Potential Barriers</b> <i>What might keep them from volunteering? What might make it difficult for them?</i>	
<b>Availability</b> <i>When might they be available for volunteering? Weekends only? Certain times of year?</i>	

### Step 4. Brainstorm where you are most likely to find the person/people with the skills and characteristics you most want.

<b>Where might you find someone with the skills/characteristics you need?</b>	
<b>Where does this person like to go?</b>	
<b>Where does this person get their information?</b>	

