



HOW TO RECRUIT VOLUNTEERS

The only thing necessary for evil to triumph in the world is for good people to do nothing

WHY IS VOLUNTEERING EVEN NECESSARY?

Volunteering, which costs nothing and is available to everyone, is one of the most effective actions a person can take to improve the world or their own neighborhood.

Volunteers are critical to non-governmental organizations (NGOs) in 4 ways:

1. Provide Governance – most NGO's are governed by a volunteer Board of Directors
2. Provide the staff that NGO's can't afford to pay for. Without volunteers, the work would not get done. With volunteers, not only does the work get done, but the NGO can use the money they saved for other needs. This increase in resources allows the NGO to achieve their mission more quickly.
3. Bring the "groundtruth" or a daily dose of reality that paid staff sometimes get distanced from
4. Offer the best kind of publicity and exposure: word-of-mouth/peer to peer

STEP 1

HOW TO RECRUIT VOLUNTEERS

Least effective

Social media

Mass email, mass mailing, mass text

Personalized email, handwritten letter, phone call

Teleconference, group meeting

Teleconference 1 on 1 meeting

Face-to-face group meeting

Face-to-face 1 on 1 meeting

Most effective

STEP 2

WHERE TO RECRUIT VOLUNTEERS

- Door knocking on the homes of friends and strangers, alone or with a group
- Presenting to a group of people gathered for meeting
- Sitting at a table at an event or store

EMPLOYABILITY SPOTLIGHT:

Learning to recruit volunteers will make you more employable

Why would an employer be more likely to hire you if you know how to recruit volunteers? Simply put: You know how to sell - a skill almost all employers want! If you can convince a stranger to work for free as a volunteer, a difficult thing to do, then you can certainly convince a customer to buy a new cell phone plan or a pair of shoes.

Selling is based on the twin ability to ASSESS and PERSUADE:

- Assess your customer's needs. Only through empathy, the ability to see the world as others see it, can you understand their motivations, attitudes, and needs.
- Once you understand your customer's needs, you can persuade them that your product is the best solution to meet that need

Not interested in a sales position? Assessing and persuading are vital to many other jobs including Product Developer, Customer Service Representative, Marketing Strategist, and Communications Associate.

Become a Volunteer Recruiter and learn how to Assess and Persuade!



STEP 3:

ASSESSMENT PHASE

1. Create volunteer profiles

Create a profile for each type of person you are likely to talk to. Include the probable genders, ages, incomes, attitudes, and politics of those you are likely to see.

2. What motivates each profile type?

What is most important to the people you are likely to talk to? Ask yourself: What are their concerns and needs? To answer this question, you may need to do some research about the people in the neighborhood you will be door-knocking in.

3. Write a script

A script is a set of talking points that is delivered by a Volunteer Recruiter to a potential volunteer. It takes the needs you researched in #2 and connects them in a compelling way to the issues your organization is working on. It concludes with a question: would you be interested in volunteering? It also includes good responses to several reasons people will give you for not wanting to volunteer. The script is elaborated on below.

STEP 4:

RECRUITMENT PHASE - USE THE SCRIPT

Topic	Time Spent	Purpose
PART 1: INTRODUCTION	1 Minute	Describe the organization, how it benefits the profile of the person you are talking to, and why it needs volunteers.
PART 2: GET THE PERSON TALKING	4 Minutes	Before asking the person to volunteer, ask them how the issue your NGO is working on impacts them on a daily basis.
PART 3: CLOSE THE DEAL	5 Minutes	Use the script to connect how the person answered the question in Part 2 to the NGO's volunteer opportunities. This is where you ask them to volunteer.
TOTAL TIME	10 Minutes	



VOLUNTEER RECRUITMENT: Best practices

- Be an active listener. Try to understand the meaning and intent behind the words you're hearing.
- Focus on the needs of this person, not the needs of the organization. Answer how volunteering for your program satisfies their needs. Use your Script to do this.
- Choose a time to door-knock when people are likely to be home or set up a table when shoppers are present
- Dress like the people dress in the neighborhood you are in. Talk as they talk,
- Knock on the door and take 3 big steps back. Tell them, "We are speaking to people in the neighborhood about _ (write in your issue). Would it be ok if I came a little closer to talk?"
- If someone does not want to talk, do not force it. Say "Thank you," and move on.
- When door knocking or sitting at a recruitment table it helps to go in a group with different ages and genders because potential volunteers are more likely to see someone they identify with.
- Always smile. Always be confident. Never apologize. Believe in your cause and others will be inspired.