



RECRUITING AND PLACING VOLUNTEERS

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SESSION OVERVIEW

Introduction to Volunteer Recruitment

Volunteer Position Descriptions

Targeted Recruitment

Screening Volunteers

Interviewing and Matching Volunteers

BENEFITS OF VOLUNTEER RECRUITMENT

Introduction to Volunteer Recruitment

Volunteer recruitment: The process of matching an organization's needs with a volunteer's interests and skills. It isn't simply recruiting everyone and anyone who is interested in your organization, but rather finding the best fit for each volunteer and your organization.

Benefits of Volunteer Recruitment

- **Helps the organization and program achieve its goals.**
- **Helps find the most appropriate people to fill a position.**
- **Maximizes organization resources.**

Source: VMTS Course 3: Recruiting and Placing Volunteers

VOLUNTEER POSITION DESCRIPTION

Position Overview

Title

Key Responsibilities

Initial Impact

Sustained Outcomes

Training

Support

Commitment (Length, frequency, and amount of time; location)

Skills and Qualifications

Benefits

Source: *Volunteer Strategies*, VQStrategies.com

WHY DO PEOPLE STOP VOLUNTEERING

- 1) They are unable to fulfill the time requirement.
- 2) The organization asks them to leave.
- 3) They feel that their skills are not being utilized well.
- 4) They find other ways to give back.

Number 1 Answer: They feel that their skills are not being utilized well.

Source: VMTS Course 1: Understanding Volunteering | Participant Materials

RECRUITMENT

Warm Body Recruitment

- **Send a message to a broad audience (e.g., organizational website announcement, email blasts, recruitment websites, social media, etc.)**
- **Good for large number of volunteers, short time period.**



Targeted Recruitment

- **Sending a message to an audience who has the specific time, skills, and/or traits required for the position (e.g. previous volunteers, people who have experience with the organization, etc.)**



Source: VMTS Course 3: Recruiting and Placing Volunteers

IDENTIFY YOUR TARGET AUDIENCE

Who is your target audience?

What are important features of the position?

What would appeal to them about the position?

What are some possible barriers?

What additional things do we need to know about the audience?

What strategies should you use to reach your audience?

Source: VMTS Course 3: Recruiting and Placing Volunteers

POTENTIAL TARGET AUDIENCES

Baby Boomers

Board of directors

College students

Corporate volunteers

Community groups

Disaster volunteers

Faith-based groups

Middle and High Schools

Military

Military spouses

Persons with disabilities

Self-directed volunteers

Seniors

Skill based volunteers

Virtual volunteers

Volunteer leaders

Voluntourism

Youth

Source: VMTS Course 3: Recruiting and Placing Volunteers

GENERATIONS: TRADITIONALIST



Born 1901-1945

Work Ethic and Values

Hard work, respect
authority, sacrifice duty
before fun

Messages that Motivate

Your experience is respected

Communication

Formal memo

Engaging the Traditionalist Generation
Offer opportunities for them to mentor.

Show them that you value their expertise and
contributions.

*Source: Managing Intergenerational Conflict in the Workplace, Susan Heywood;
Mixing and Managing Four Generations of Employees, Gregg Hammil*

GENERATIONS: BABY BOOMERS



Born 1946-1964

Work Ethic and Values

Workaholic, work efficiency,
quality, question authority,
personal fulfillment

Messages that Motivate

You are valued and needed

Communication

In person

Engaging the Baby Boomer Generation

Help them explore their next set of options and demonstrate how your organization can continue to use their talents.

Walk the talk on work-life balance by redesigning positions to accommodate multiple life demands.

Encourage them to enrich their present position and grow in place.

Source: *Managing Intergenerational Conflict in the Workplace*, Susan Heywood;
Mixing and Managing Four Generations of Employees, Gregg Hammil

GENERATIONS: GENERATION X



Born 1965-1980

Work Ethic and Values

Want structure and direction,
skeptical, self-reliant

Messages that Motivate

Do it your own way, forget
the rules

Communication

Direct Immediate

Engaging Generation X

Talk to them about their reputation, not just job
tasks; they want your candid perspective and
feedback.

Acknowledge their ability to work independently
and encourage them to leverage their
entrepreneurial abilities.

Help them get the most out of every position by
discussing what the job can do for them and what
they can learn from it.

*Source: Managing Intergenerational Conflict in the Workplace, Susan Heywood;
Mixing and Managing Four Generations of Employees, Gregg Hammil*

GENERATIONS: MILLENNIALS



Born 1981 - 1999

Work Ethic and Values

What's next, multitasking, tenacity, entrepreneurial, tolerant, goal oriented

Messages that Motivate

You will work with other bright people

Communication

Email, Voicemail

Engaging Millennials

Demonstrate the stability and long-term value of your organization; show how your organization is flexible and filled with learning opportunities for them.

Make groups and teams part of their position.

*Source: Managing Intergenerational Conflict in the Workplace, Susan Heywood;
Mixing and Managing Four Generations of Employees, Gregg Hammil*

SUMMARY OF CHARACTERISTICS

Traditionalist

Born 1901-1945

Work Ethic and Values

Hard work, respect
authority, sacrifice duty
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Communication

Formal memo

Baby Boomers

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Millennials

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tenacity, entrepreneurial,
tolerant, goal oriented

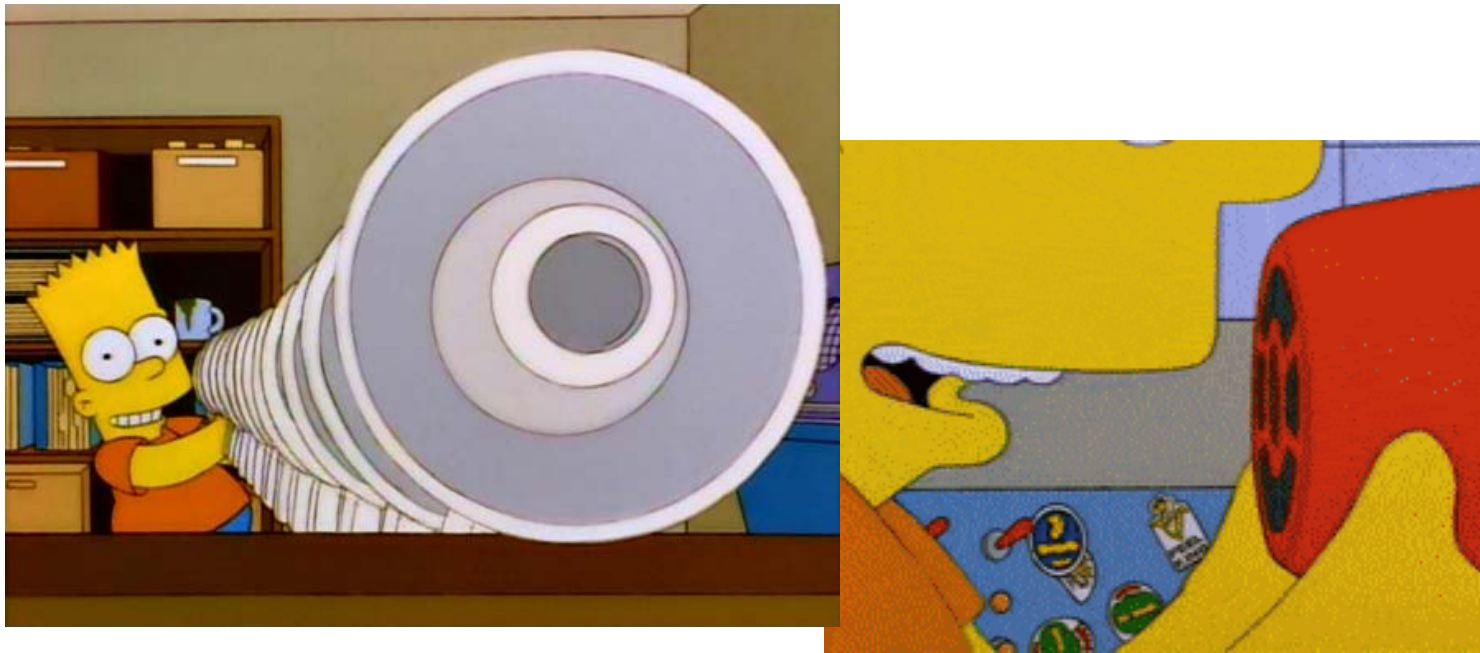
Communication

Email, Voicemail

*Source: Managing Intergenerational Conflict in the Workplace, Susan Heywood;
Mixing and Managing Four Generations of Employees, Gregg Hammil*

CRAFT A POWERFUL MESSAGE

- **Share the benefits and features.**
- **Keep the message simple.**
- **Make the message attractive.**



Source: VMTS Course 3: Recruiting and Placing Volunteers

MARKET YOUR MESSAGE

- **Distribute brochures or posters.**
- **Make public service announcements on television, radio, or newspaper.**
- **Speak to community groups (e.g., faith-based, neighborhood groups, community forums)**
- **Post to online venues (e.g., websites, Twitter, YouTube, Facebook, blogs, etc.)**
- **Word of mouth – “The personal ask.”**
- **Talk to current volunteers, staff, and board members.**
- **Set up a booth at a local event (e.g., farmers markets, festivals, etc.)**

Source: VMTS Course 3: Recruiting and Placing Volunteers

SCREENING VOLUNTEERS

After recruiting volunteers, the next step is learning more about them through a screening process. Screening volunteers:

- Ensures applicant meets the minimum requirements of the position.
- Provides the opportunity to ask about previous education and/or experience in similar roles.
- Ensures the volunteer understands expectations, including time commitment.
- Is an essential risk assessment process.

Source: VMTS Course 3: Recruiting and Placing Volunteers

INTERVIEWING AND MATCHING VOLUNTEERS

Interviewing a potential volunteer is a key part of the recruitment and placement cycle.

Interviewing:

- Ensures applicant has the necessary qualifications for the position.
- Determines support the individual needs (orientation, type of supervision).
- Develops relationship with applicant.
- Helps applicant learn more about the organization.
- Allows applicant and interviewer to determine fit for position.

Source: VMTS Course 3: Recruiting and Placing Volunteers

SAMPLE QUESTIONS:

What interested you about this volunteer position?

Is there an aspect of our mission that motivates you to want to volunteer?

Tell me the story of how you chose your education/career path/life work?

Have you volunteered in the past?

- Yes: what have you enjoyed most about previous volunteer work?
- No: What have you enjoyed most about previous paid work or other activities?

What special skills would you like to utilize as a volunteer?

Are there tasks that you do not want to do as a volunteer?

Can you briefly talk about your experiences as they relate to this position?

What would you say are three of your strengths?

Do you prefer working independently or with a group?

Source: VMTS Course 3: Recruiting and Placing Volunteers



REFERENCES

Managing Intergenerational Conflict in the Workplace, Susan Heywood

Metro Volunteer, Volunteer Management Training Series

VMTS Course 1: Understanding Volunteering | Participant Materials

VMTS Course 3: Recruiting and Placing Volunteers

Mixing and Managing Four Generations of Employees, Gregg Hammil

VQ Volunteer Strategies, Volunteer Position Description

RESOURCES

Books

Leading the Way to Successful Volunteer Involvement, Betty Stallings

The Executive's Role in Successful Volunteer Involvement, 3rd Edition, Susan Ellis

Websites

energizeinc.com

leightyfoundation.org

vqstrategies.com

Questions?