

Volunteer Recruitment Audit

Recruitment Sources

Use this inventory to break out ways that volunteers find out about your opportunities or get referred to your organization and which sources you would like to explore using more

Source/Type	Frequent source of volunteer referrals	Occasional source of volunteer referrals	Would like to use this source more
Online referral services such as VolunteerMatch, All for Good, Get Connected by Galaxy Digital, Catchafire			
Local volunteer center/ United Way listings			
Organization's website			
Organization's social media accounts (Facebook, LinkedIn, Instagram, others)			
Presentations by organizational staff			
Volunteer fairs			
Other events – community festivals, health fairs, cultural celebrations, job fairs			
Partnerships with local businesses			
Days of Service			
Academic institutions – including internship placements, service- learning, course-related			
Court-referred service			

Community centers/ neighborhood groups			
Places of worship/ faith-based groups			
Professional networks			
Public Service Announcements			
News stories			
Advertising			
Individual Outreach			
Word of mouth			
Other			

Recruitment Targets

Assess what groups or types of volunteers you have in your current volunteer pool, and which groups or types would you like to add to your volunteer workforce.

	In our pool	Estimated %	Would like more (why?)
<i>Generational Cohorts</i>			
Traditionalists (over 77)			
Boomers (77 – 59)			
Generation X (58 – 43)			
Millennials (42 – 27)			
Generation Z (under 27)			
<i>Demographic Groups</i>			
Male			
Female			
Nonbinary			
LGBTQIA			
BIPOC			

Checklist created by MAVA Professional Development Committee Members,
Polly Roach and Gabby Santiago, Fall 2023

For more on MAVA's Post-Pandemic Volunteerism Report,
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Specific cultural backgrounds – list:			
<i>Other groups/types</i>			
Families serving together			
Youth groups			
Corporate groups			
Interns			
Skilled volunteers – what skills are used/needed?			
Dual language speakers – what languages are used/needed?			

Tracking Recruitment

- Do you ask volunteers how they found your opportunities?
- If so, how do you collect this data – Applications? Follow-up surveys? Other methods?
- Do you review information about how volunteers find you on a regular basis?
- If so, what trends or changes over time have you identified?

Support for Recruitment

- Who is primarily responsible for volunteer recruitment at your organization?
- What staff, departments or programs support recruitment outreach?
- Who else can help promote volunteerism – staff, volunteers, service users, partners?
- What tools or materials do you currently have to support recruitment efforts?

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