Volunteer Recruitment Planning Guide

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Top 3 Areas to Assess

☑ **Evaluate** your current recruitment strategy

☑ **Identify** challenges and gaps in the recruitment process

☑ **Streamline** registration and other important points of contact

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Evaluating Your Volunteer Recruitment Channels

To begin evaluating your volunteer recruitment channels, you'll make a list of every way you currently use to connect with prospective volunteers.

- **Volunteer Website**
- **Volunteer E-Newsletter**
- **Flyers**
- **Social Media Channels (Facebook, Instagram, LinkedIn, Twitter)**
- **Live recruitment events, etc.**

Once you've got your list, evaluate each channel using the worksheet on the next page. If you don't know how volunteers are learning about your organization, you can conduct a volunteer survey to find out!

Volunteer Recruitment Channel:

How many volunteers do we typically recruit through this channel? Per year/month?

What is our current process for recruiting through this channel? How much time is invested in this process?

What tools are we currently using to recruit through this channel?

What further process, tools, + resources do we need to support recruitment efforts in this channel?

Use this quick check list to compile
your findings at a glance!

Recruitment Channels

	Hours Invested	Tools in Use	Processes Established	More Support Needed?	# Volunteers Recruited	Notes
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____

Recruitment Channels

	Hours Invested	Tools in Use	Processes Established	More Support Needed?	# Volunteers Recruited	Notes
☐ Volunteer Fair	25	N	X	Y	II	email invite, flyers, could add to website
☐						
☐						
☐						
☐						
☐						
☐						
☐						

Evaluating Any Gaps in Volunteer Recruitment Process

When a volunteer learns about our program through one of our recruitment channels, where do they go next to register as a volunteer? Is it clearly communicated or could it be improved?

_____

What are the instructions for registering as a volunteer? Are they clear?

_____

What tools are we currently using for volunteer registration to complete the recruitment process?

_____

What further tools + resources can help us fill any gaps in our recruitment process?

_____

Streamline Volunteer
Registration Process

What is our current process for volunteer registration?

Are volunteers able to independently carry out this volunteer registration process or are we involved?

Do volunteer registration forms need to be reviewed by a member of our staff, or do we have an automated system?

What further tools + resources could streamline this process by making it easier for volunteers to register? What could reduce our time involved?

Use this list to hone in on the findings
from the previous two question pages.

Specific Areas to Streamline

	Clarify Instructions?	Need tools?	Process Change?	More Support Needed?	Volunteer Survey?	Notes
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____
☐	☐	☐	☐	☐	☐	_____

Specific Areas to Streamline

	Clarify Instructions?	Need tools?	Process Change?	More Support Needed?	Volunteer Survey?	Notes
Facebook page	y	?	?	y	y	It's confusing when we invite volunteers from FB but give them no where to go.
Organization website	y	?	?	y	y	Google Form - It's unclear for them what happens next.
Email list		y	y	y		Need support - what to write & how often to send.

Boosting Volunteer Recruitment

Identify specific ares that are realistic to focus on for your organization. This should be informed by your findings from the previous questions - what works, do more of that! Where do you need tools? Create a plan/timeline for employing those!

Strategize in channels:
- volunteer website
- boost social media efforts
- build community partnerships
- communicate regularly through a volunteer e-newsletter
- host fun events (think hybrid!)

Close the gaps:
- simplify registration
- clarify instructions
- clear calls-to-action
- strategize communications necessary for volunteer follow-through

Streamline processes:
- employ online registration
- automate follow-up emails
- use integrated software tools
- segment recruitment communications (broad vs. targeted approach)

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Need additional resources to boost your recruitment efforts?
Head to www.galaxydigital.com/blog and you'll find what you need in our Learning Center!