



Recruit + Rebuild Your Volunteer Base Planning Guide

 **getconnected** x  **Volunteer Strategies**
(SMARTER IMPACT)



How to use this guide:

- 1. First, develop realistic and relevant goals for recruitment and retention.**
- 2. Second, identify your current and your aspirational personas for volunteers.**
- 3. Finally, with the goals and personas in mind, develop a targeted recruitment plan.**
- 4. Employ processes + tools that support your volunteer recruitment plan.**

Recruitment Goals

Volunteer recruitment can be measured in many ways. Use this checklist to create goals and metrics that are realistic and aspirational. A goal is the desired result. A metric is a measurable indicator that reflects the efficacy of the strategy.

What are your recruitment goals?

Think beyond simply filling available positions. Consider such measures as number of qualified candidates, returning volunteers, current volunteers who step up to leadership roles, etc.

What metrics will you use to indicate the efficacy of your retention efforts?

Consider the following but select only those that are relevant to your goals.

- **Number or percent of volunteers who maintain required certifications or credentials, so they are eligible to**
- **serve when called upon**
- **Number or percent who fulfill service commitment (e.g., a single shift, total hours required)**
- **Number or percent who return for another service commitment (i.e., those who take on another role or sign up**
- **for another service term such as another full year or semester)**
- **Number or percent who stay connected through donations, communications, training, or advocacy despite**
- **being on hiatus from active volunteerism due to health and safety concerns**

Volunteer Persona

Defined as groups of like-minded individuals, personas are a helpful strategy for recruiting new volunteers and cultivating current volunteers for deeper engagement. By viewing personas as distinct pools of prospective volunteers, you can develop targeted recruitment plans. Use the following chart to identify and describe the personas that exist within your current volunteer corps as well as your aspirational personas (those whom you'd like to attract to the organization).

Persona			
Existing or Aspirational			
Name and Description			
Personal Motivation			
Age			
Gender			
Race/Ethnicity			
Notes			
Where do we meet this Persona?			

Referring to the Position Description for which you are recruiting, answer the following questions. Be sure to pay special attention to the key responsibilities, desired qualifications, and availability to inform your answers. Then, use these answers to complete the chart on the following page to plan your targeted recruitment.

Who would have the skills and interest to do this work? (Consider professions, geography, life stage, education level, and more. For example, for a risk management assessment, logical candidates include insurance brokers .)

Where will you find them? (Consider professional associations, clubs, social media platforms, etc. Don't overlook your current volunteers.)

When is the right time to outreach to these prospects? (Are there specific seasons when it is easier to reach these individuals? Do they have a busy season that would be best to avoid?)

How can you reach them? Which is the most effective medium to use? (Would an email invite be effective, or would an in-person presentation be better? Both?)

What information about the volunteer opportunity would recruiters need to make a compelling invitation? How will you train these recruiters to share your invitation and make a compelling invitation?

Use the answers from Part I to fill in a Targeted Recruitment Plan customized for each available volunteer

VOLUNTEER ROLE _____

TARGET AUDIENCES _____

REQUESTED _____

DESIRED COMMITMENT _____

METHOD/MEDIA _____

RECRUITER OR RESPONSIBLE PERSON _____

TIMELINE _____

EVALUATION (HOW WILL YOU TRACK RECRUITMENT EFFICACY?) _____

Employ processes + tools that support your volunteer Rrecruitment

Does your organization have an accurate database of volunteer applicants?

Can you pull reports from your volunteer database about how many applicants complete each stage of the volunteer lifecycle?

Are you able to make important decisions about your volunteer recruitment plan, results, and goals based on your current processes + tools?

Assess if your current tools are supporting the data + process you need. Reach out to your tech support to learn if there are more tools or a better usage available for your program's needs.

Survey your current volunteers to learn how the volunteer recruitment, application, and qualifications process worked for them. Assess what areas of your volunteer facing recruitment + sign up process need to be streamlined for a more volunteer-friendly experience.

Head to our Learning Center for Volunteer Leaders to access bonus resources on volunteer management tools + how-tos on organizing volunteers and making an impact!

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