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Volunteer Recruitment Planning

1. Why should this service outreach be done at all?

- What is the need in the community for your program?

- What bad things will happen without enough volunteers for your program?

2. What will the benefit be to the community or to neighbors served if the job is done?

- What will the services of the volunteers accomplish?

- What changes will it make in people's lives?

3. What are some possible fears or objections concerning this volunteer service that must be overcome?

- How do you describe the neighbors that are served by your program?

- What types of services do volunteers perform?

- What skills and qualities are needed to be an effective volunteer?

4. What will be the personal benefit to the volunteer for doing this job?

- Skills?

- Experience?

- Flexible work schedules?

• New Friends?

5. How do volunteers get involved in the program?

- Contact information?
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- What support does the program provide for volunteers?
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- Contact information?
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As you structure your message to potential volunteers, consider the following suggested outline which anticipates the potential questions of your audience. Also remember to weave in real stories about the good work that your volunteers are doing.

Once you have the basic outline prepared, your volunteers and board members can use the outline and adapt it with their personal messages and extend your outreach efforts by speaking at other gatherings and through their informal word of mouth recruitment efforts in the community.

Need:	What is the reason for your program?
Solution:	What does your program do to help meet the community need?
Fears/Questions:	Will I be capable of helping?
Benefits:	What is in it for me?
Contact Point:	How do I get involved?