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## Sample Volunteer Recruitment Plan

### Mission and Vision of the Organization

(What you communicate to prospective volunteers)

*Our mission is to...*

*In five years, we...*

### Assumptions about recruiting volunteers in your organization or school

- People give their time and resources to organizations in which they are “invested.” How are you helping your volunteers create an investment in your organization?
- People expect to take away something of value from their volunteer experience. What are you offering? Some things might include: gaining knowledge, learning new skills, meeting new people, expanding network, trying out something new, etc.
- People need choices of when and how to volunteer in your organization. What choices do you offer?
- People volunteer because they are asked directly, one-on-one. Who is asking people to volunteer?
- People need to have volunteering as an activity suggested to them. Who is suggesting this to them?
- People have limited time. How do you make the best use of your volunteer’s time? How are you wasting their time?

### Your Volunteer Recruitment Plan

- Our volunteer recruitment plan will be complete and in effect by (date).
- Everyone in our organization will be familiar with our volunteer recruitment plan and with our current volunteer needs. (How are they learning this?)
- Our goal is to increase our volunteer workforce by (percentage) by (date).
- We will monitor the effectiveness of our plan and revise as needed (who will do this?).

### Volunteer Recruitment Tools

- We will create a brochure/promotional materials to mail prospective volunteers by (date). It will include a volunteer application (Who will do this?).
- We will develop a phone script for recruiting and screening volunteers by (date). (Who will do this?)
- We will follow up every brochure mailed with a phone call (Who will do this?).
- We will develop a video depicting volunteers working with our clients by (date) (Who will do this?).