

Recruiting High Quality Volunteers

Lisl Hacker: MA Service Alliance

- MSA: 501c3 organization
 - Distribute Americorps funding, legislature
- Volunteer management is like doing a puzzle
- Question: What the #1 reason to volunteer?
 - Feel good, community leadership experience, etc.
 - #1 reason: they were asked to!
- Why do people stop volunteering?
 - Bad fit, not asked again
 - They don't feel appreciated and that time was well-used
- Wheel of Volunteer Management
 - 1. Planning a Volunteer Program
 - 2. Recruiting and Placing Volunteers
 - 3. Orienting and Training
 - Focus on 1 and 2
- Planning a Volunteer Program
 - Activity—Needs Assessment Worksheet
 - Types of Volunteers
 - Episodic: a month at a time, “episodes”, etc.
 - One-time
 - Regular basis
 - Activity feedback time
 - Volunteers: direct service, marketing, IT social media
 - Do the planning: make the position description super clear and communicate the requirements
 - Policies and procedures
- Recruiting and Placing Volunteers
 - Brainstorming session: Challenges
 - Time commitment: specific time
 - Interest in the position
 - Liability
 - Where to find them
 - Experience to meet your needs
 - Language
 - Transportation
 - Workload
 - Activity: Blitz Brainstorming
 - Time commitment
 - Communication-be readily available to talk between staff and volunteers
 - Make expectations very clear

- Skills and Abilities
 - Clear job description and requirements
 - Screening process: engage them and look to see how qualified someone is for a position
- Reliability
 - Use of language and make it fun
 - Position title and highlight gaining experience
- Where to Recruit Brainstorm:
 - Faith based org
 - Colleges/universities
 - Schools (students and parents)
 - Housing authorities
 - Board members
 - Community-based organizations and partnerships
 - Clients and consumers
 - Word-of-mouth
 - Senior centers
 - Newcomer groups (on the Cape, in cities, new to the country, etc.)
 - Social media
- Mass Service:
 - “Connect and Serve” on Mass Service website –place for organizations to post volunteer opportunities

Solving the Volunteer Puzzle One Piece at a Time

- Where to find volunteers
- Faith Based orgs
- Colleges/Universities
- Schools (students and parents)
- Housing Authorities
- Board Members
- CBO’s
- Clients/consumers
- Word of mouth/ social media
- Senior centers

Challenges for finding volunteers and solutions:

1. Reliability

- a. In description require transportation
 - b. Offer transportation
 - c. Incentive to make sure they get there (bus pass)
2. Skills and Activities
- a. Provide a clear job description
 - i. Specific info for transportation
 - ii. List time commitment
 - iii. Qualifications
 - b. Screening process
 - i. Meet and greets
 - ii. Engaging/capitalize interest
 - iii. Provide visuals, testimonials
 - iv. Check it out opportunities
 - c. Provide training, support, and specific person for support
3. Time Commitment
- a. Be specific
 - b. Know your audience
 - c. Vary times
 - d. Respect their time (be prepared)
 - e. Use of time for what they are there for
 - f. Communication between staff and volunteer readily available
4. Interest
- a. Create fun environment
 - b. Messaging
 - c. Skills building goals
 - d. High school/ college graduation volunteer's hours/credits
 - e. Give position title