

# *Recruiting and Placing* **VOLUNTEERS**

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# Objectives:

- 1. Learn the steps to effectively recruit and place volunteers.**
- 2. Develop your ability to apply the steps to recruiting and placing volunteers.**
- 3. Plan how to improve volunteer recruitment and placement.**

# Steps to Effectively Recruit & Place Volunteers

**Step 1: Use Strategically Defined Position Descriptions**

**Step 2: Sell the Benefits and Share the Features**

**Step 3: Match the Right Individuals to the Right Positions**

# Steps to Effectively Recruit & Place Volunteers

## STEP I: Use Strategically Defined Position Descriptions

- ❏ Ensure that they meet the organization's priority, needs, goals, and mission.

*What are some of your organization's priorities? How might volunteers help you meet such priorities?*

# Activity

1. Jot down some of your organization's priorities and how volunteers can help meet them.
2. Be prepared to share your answers.
3. Take out the Volunteer Position Description Worksheet and fill out the first 4 categories.

# Benefits of Well-Designed Volunteer Positions

- ✦ Make use of available volunteers to serve the strategic interests of your organization
- ✦ Help with recruitment
- ✦ Help ensure that you attract the volunteers that will serve your organization well

# Steps to Effectively Recruit & Place Volunteers

## **STEP 1: Use Strategically Defined Position Descriptions**

- ❏ Ensure that volunteer position descriptions maximize the use of underutilized volunteers.

# Sources of Underutilized Volunteers

- ❑ Episodic volunteers
- ❑ Corporate volunteers
- ❑ Students
- ❑ Senior and Retirees

*What are potential pools of underutilized volunteers in your community?*

*Round Robin Activity*

# Tactics for Writing Position Descriptions for Underutilized Volunteers

## Create positions that . . .

- ❑ last one day
- ❑ are early morning, evening or weekend positions
- ❑ don't require certain skills (offer training)
- ❑ will be attractive even to those not interested in volunteering
- ❑ can be performed remotely
- ❑ are attractive to groups that do not normally volunteer

***Complete the next 3 categories of the Volunteer Position Description***

# Steps to Effectively Recruit & Place Volunteers

## **STEP 2: Sell the benefits and share the features of the volunteer positions.**

- a) Identify the features and benefits of the volunteer position(s).
- b) Craft a powerful message that will grab and hold your audience's attention.
- c) Design a communication strategy that will reach your target audience.

## STEP 2: Sell the Benefits and Share the Features of the Volunteer Positions

### 2a) Identify features and benefits.

**Benefit:** What volunteering does for the volunteer, such as teaching them a skill, helping them stay fit, or helping them meet new people.

**Feature:** Descriptive elements of the volunteering, such as when, where, doing what, and with whom, etc.

# EXERCISE: Identifying Benefits in Volunteer Position Descriptions

	<b>Benefits</b>	<b>Features</b>
<b>Dessert Maker</b>	<ul style="list-style-type: none"> <li>✦ Creating healthy desserts</li> <li>✦ Build credentials in cooking/baking</li> <li>✦ Meet new people</li> </ul>	<ul style="list-style-type: none"> <li>✦ Three to five hours per month</li> <li>✦ Late afternoon hours</li> <li>✦ Work from home</li> </ul>
<b>Off Site Youth Advisor</b>	<ul style="list-style-type: none"> <li>✦ Develop/improve coaching skills</li> <li>✦ Build credentials in coaching/advising</li> <li>✦ “Test drive” new occupation</li> <li>✦ Using your expertise</li> </ul>	<ul style="list-style-type: none"> <li>✦ Initial communication via email</li> <li>✦ Work when convenient for your schedule</li> <li>✦ One call per quarter</li> </ul>

# EXERCISE: Identifying Benefits in Volunteer Position Descriptions

## Silver Spring Senior Home

- 1) Position Title:** Senior Swim Club Driver
- 2) Tasks:** Drive 2-4 seniors to YMCA pool each week
- 3) Hours & Times:** 3 hrs/week, between 7-10 am on Wednesdays. Not expected to miss more than one Wednesday per quarter.
- 4) Qualifications:** Access to automobile with insurance
- 5) Benefits:** Get regular exercise and free swim pass good on any day (courtesy of YMCA).

# EXERCISE: Identifying Benefits in Volunteer Position Descriptions

1. Complete the Volunteer Position Description Worksheet.
2. In your small groups, record the *benefits* and *features* of each volunteer position.
3. Choose a spokesperson to share an answer with the rest of the group.

## STEP 2: Sell the Benefits and Share the Features of the Volunteer Positions

### 2b) Craft a powerful message.

- ✦ Show the benefits of the volunteer position first.
- ✦ Simplify the features of the volunteer position.
- ✦ Make the message attractive to your intended audience.

# Sample Message

## Having trouble getting regular exercise?

### Become a Senior Swim Club Driver for the Silver Spring Home

Taking our seniors once a week to the pool will get you poolside

Plus provide you a free YMCA pool pass!

*All you have to do is dive in.*

The only requirements are:

- Availability Wednesday mornings from 7-10 a.m.
- Driver's license, insurance, and car that can seat at least 3 passengers
- Willingness to help others

# EXERCISE: Craft a Powerful Message

- ✦ Using the *benefits* and *features* from our previous activity, *craft a powerful message* for each of the sample volunteer positions. Write it down.
- ✦ Choose a spokesperson to share your answers with the rest of the group.

## STEP 2: Sell the Benefits and Share the Features of the Volunteer Positions

### 2c) Design a communication strategy.

**What** knowledge, skills, attitudes & attributes do you want in the volunteers?

**Who** are you targeting?

**Where** will you find your target audience?

**How** will your message get to your audience?

# Steps to Effectively Recruit & Place Volunteers

- a) Screen potential volunteers as needed.
- b) Interview potential volunteers.
- c) Modify volunteer position descriptions, as needed.

# Screening Potential Volunteers

The **purpose** of screening is to make sure the potential volunteer meets the minimum requirements to perform the volunteer position.

# Interviewing Potential Volunteers

## The *purpose* of the interview is to:

- ❖ Identify for which position the potential volunteers meets minimum requirements;
- ❖ Help determine what support the potential volunteer will need (i.e., orientation, supervisions, etc.) in performing the position's tasks;
- ❖ Help develop a relationship with the potential volunteer;
- ❖ Provide an opportunity for the potential volunteer to learn about your organization;
- ❖ Help determine if the potential volunteer is a good fit for your organization.

# Interviewing Potential Volunteers

**In the interview,  
look for the potential volunteer's:**

- ❑ Interests
- ❑ Motivation
- ❑ Constraints
- ❑ Working Style
- ❑ Expectations
- ❑ What else?

# Interviewing Potential Volunteers

## Interview Questions **Not** to Ask

- ❑ Age
- ❑ Birthplace
- ❑ Height & Weight
- ❑ Marital Status
- ❑ National Origin
- ❑ Religious Affiliation
- ❑ Arrest Record
- ❑ Race
- ❑ Sexual Orientation
- ❑ Anything not directly related to the volunteer position.

# Interviewing Potential Volunteers

## Interview Exercise

- ❑ Give the Position Description to your partner
- ❑ Take a minute to read your partner's Position Description
- ❑ Between each other, conduct a mock interview for each other's position

# Modifying the Position Description

Once you have a good sense of the potential volunteer, sometimes it makes sense to modify the Position Description to create a better fit between the volunteer and the position.

**Up Next:**

# **Orienting and Training Volunteers**