Ability to recruit active volunteers

1. Create a call to action

Whenever you pitch your volunteer program to community partners and prospective volunteers, you’ll want to include a call to action. The call to action drives your community to be proactive.

How does one use a call to action?

You can use a call to action to invite volunteers to register with your organization, volunteer for a specific role, or [attend your next even](https://www.galaxydigital.com/blog/how-to-get-volunteers-for-an-event/)t. Nonprofits invoke the call to action in [marketing emails](https://www.galaxydigital.com/blog/6-email-marketing-volunteer-engagement-tips-tactics/), [social media posts](https://www.galaxydigital.com/blog/crafting-nonprofit-social-media-strategy/), and websites.

Here are some punchy volunteer call to action examples for recruiting volunteers.

*Help us do more for our community. Volunteer today!*

*We’re a nonprofit, and we rely on the help of people like you! Sign up to volunteer with [Organization’s Name].*

*We hear you’re pretty amazing. Why not volunteer? Register here!*

Don’t forget to follow each call to action with a link to your volunteer site. If you are using [volunteer management software](https://www.galaxydigital.com/blog/volunteer-management-software/), you can lead your volunteers directly to your opportunities pages.

2. Screen Your Volunteer Recruits

Some organizations cast as wide a net as possible by recruiting unskilled volunteers, while others are looking for individuals with specific backgrounds.

Throughout the recruitment process, decide what level of screening you require for potential volunteers and ask specific questions in your volunteer interview or application to filter out the people who may not be the best fit for your organization.

Background checks are crucial if you work with vulnerable clients such as at-risk youth. If your volunteer opportunities require background checks, think about how extensive the screening needs to be.

For instance, do you need to learn the volunteer’s driving record? Are misdemeanors okay, but not felonies? Will your volunteers be working with minors?

Volunteer screening is vital for mitigating risk, saving valuable time, and protecting your organization’s clients and staff–and its reputation.

3. Determine Your Volunteer Recruitment Audience

Do you need lots of volunteers for an upcoming event? Or are you looking for a group of volunteers with specific skills?

It’s essential to establish your needs so you can adjust your volunteer recruitment strategy accordingly. Generally, there are two primary volunteer recruitment methods, (1) broad recruitment and (2) targeted recruitment:

Broad Recruitment

Broad recruitment (often referred to as “warm body recruitment”) can work for your organization if you’re looking to attract a large number of volunteers in a short amount of time, like for an event.

While “warm body recruitment” can be an effective strategy when you need lots of volunteers quickly, you’re more likely to recruit one-time volunteers (instead of more engaged, recurring volunteers).

Broad volunteer recruitment can include activities like distributing flyers or posting a general call for volunteers on your social media accounts.

Broad recruitment may not work for every program. This method can make screening volunteers for specialized roles (such as working with minors) more difficult.

Targeted Recruitment

On the other hand, targeted recruitment requires a bit more planning but can pay off in the long-run.

Targeted recruitment is typically the best way to recruit volunteers if you’re looking for volunteers with specific skills or interests.

Let’s say you want to recruit volunteers to work with middle school students over the summer. You may choose to connect with your local university’s career center because you found that university students historically make effective tutors.

As you can imagine, targeted outreach takes more research. But with some preparation today and the [right tools](https://www.galaxydigital.com/volunteer-management-software/), you’re more likely to recruit more qualified, engaged volunteers tomorrow.

4. Conduct Volunteer Interviews

You may not need to interview every prospective volunteer that walks through your door. However, if you’re looking for individuals for more specialized roles, the [volunteer interview](https://www.galaxydigital.com/blog/volunteer-interview-questions/) may be necessary.

What should you ask your volunteers? We’ve put together some sample interview questions that may inspire your own:

Volunteer recruitment interview questions:

* What would you like to know about our organization?
* What causes are you passionate about?
* What experiences in your life have led you to want to volunteer?
* What types of work have you done before?
* What experience or training do you have that will help you in this role?
* How do you deal with situations that don’t go as planned?
* Do you tend to work with groups or on your own?

Volunteer recognition begins during the recruitment process. Understanding what volunteers look for in the volunteer experience, along with being flexible by offering the types of roles they want, are types of recognition.

Research shows that most volunteers want to know the impact of their efforts.

Organizations can recognize volunteers by acknowledging their individual contributions. Let your volunteers know the impact they have on your organization’s mission and in the community.

National Volunteer Week is the time to formally recognize volunteers across Canada. However, on-going recognition is crucial to make volunteers feel appreciated and engaged year-round.

Volunteer Canada offers a variety of tools and resources to help manage your volunteer recognition program.

For more information visit the following link: <https://www.causevox.com/blog/nonprofit-volunteer-management/>

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At its most basic level, **volunteer management** is the selection, supervision and engagement of volunteers. But it’s much more than that. Volunteer management opens an organization to the community and allows citizens to get involved.

Managers of volunteers ensure the well-being and happiness of an organization’s volunteers. They keep volunteer programs effective and engaging.

Depending on an organization’s structure, size and resources, volunteer resource management can be undertaken by a full-time paid professional, as one aspect of another staff position or by a volunteer. Some organizations integrate their human resources management systems to include everyone who completes work on behalf of the organization—whether they are paid employees, volunteers, community service participants, interns or students on job placements. No matter how the position fits within the organization, volunteer resource management plays an essential role in driving any volunteer-involving organization’s mission.

Successful organizations offer a range of volunteer roles that allow people to get involved in ways that suit their schedules and meet their needs. The role of managers of volunteers is to work with volunteers to ensure that their needs are being met along with the needs of the organization.

Volunteer resource management practices have evolved to create a two-way relationship with today’s volunteers. Now, managers of volunteers try to work with volunteers in ways that consider the volunteers’ goals and interests, as well as the needs of the organization.

Volunteer engagement is an important function in any organization, as it ensures the health and sustainability of the organization’s volunteer program. Associations and post-secondary schools offer courses in volunteer resource management and volunteer administration.

* Explain what your non-profit does and its history. How did it come to be and how has it evolved?
* Describe the programs and whom your organization serves.
* Provide an overview of how your organization is set up. Go over the organizational chart so that volunteers understand who does what.
* Introduce volunteers to your facility. Take them on a tour, introducing them to key staff along the way.
* Go over general policies and procedures, spending the most time on those that impact the volunteers directly.
* Explain how the volunteer management system works. How do they schedule their time? Does the volunteer need to check in? How do they log their hours? To whom can they turn for help?

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How to Train Volunteers

After orientation, provide specific training for each volunteer that addresses the particular job they will do.

Training should include:

* How the volunteer will perform his or her particular task
* What not to do when performing this task
* How to handle an emergency or what to do when something unexpected happens
* What the goals are for the task, and how performance will be evaluated
* What equipment will be required and how to use it
* A walk through of the task and coaching while the volunteer tries out the task

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 [Volunteer.ca](http://volunteer.ca/)

<https://volunteer.ca/vdemo/EngagingVolunteers_DOCS/VMH_Eng_2016_Print.pdf>