

# **Volunteer Recruitment: The Secret to the 3 Rs**

Presented by:  
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# Volunteer Recruitment: The Secret to the 3 Rs

- Introductions
- Important Volunteer Management Partner
- Volunteer Recruitment
- The 3 Rs
- The Secret Ingredient
- Important Items
- Questions

# Objectives of Session

- Go beyond basic recruitment techniques
- Stimulate thought and discussion
- Share with others
- Give information that can be put into practice
- Have fun!

# Recruitment Partner – Hands On Georgia's Network of Affiliates

- Atlanta
- Coastal Georgia/Brunswick
- Columbus/Chattahoochee Valley
- Dooly County
- Forsyth
- Hall County
- Harlem (Augusta area)
- Macon
- Milledgeville
- Newton County
- Northeast Georgia/Athens
- Northwest Georgia/Dalton
- Ogeechee/Statesboro
- Rome/Floyd County
- Savannah
- Thomas County
- Wayne County

# Volunteer Recruitment

## Why is volunteer recruitment important?

- Is the first step in the process
- It determines your success
- More important than the other steps
- Front end work leads to back end success
- How you reward volunteers depends on who you recruit
- Retention is dependent on recruiting

# Volunteer Recruitment

What we all do when we recruit:

## MARKETING!

- Of ourselves
- Of our programs
- Of our organization
- Of our mission
- Of our \_\_\_\_\_

# The 3 Rs

- Recruit
- Reward
- Retain

# Recruit

- Timeframes to get things done
- Size of community to recruit from
- Isolation/Geographical living area
- Lack of living wage jobs – 2 job workers
- Too many other commitments
- Literacy levels
- Access to transportation
- Availability of funds (volunteer's or organization's)
- Independence vs. Sense of Community
- Informal vs. Formal volunteering
- Systems of Communication
- Too much stimuli/Lost messages
- Lack of information regarding volunteering
- Lack of information about the organization or purpose
- Language barriers
- Type of message sent
- Type of media chosen
- Treatment of volunteers
- No formal process or goals for recruitment
- Credibility in the community
- No formal position description
- Lack of diversity in positions needed
- Always asking the same people
- Previous volunteer experience
- Same message over and over
- Friends/Family involvement
- Desire to learn new skills
- Lack of Leadership
- Lack of anonymity/too much anonymity

# Reward

- Matching needs of volunteers to type of reward
- Match priorities of volunteers to type of reward
- Formal vs. informal recognition
- Written vs. verbal recognition
- Group vs. individual recognition
- Free types of reward
- Low cost types of reward
- Internal vs. External rewards and motivations
- Immediate vs. delayed
- Sincerity
- Consistency
- Enthusiasm

# Retain

- Trust
- Ownership of projects
- Training availability and relevance
- Matching volunteer skills, needs with position
- Matching of reward to volunteer need
- Comfort level of volunteers
- Positive/Negative experience with program or organization
- Where volunteers are in life cycle
- Follow up/follow through with volunteers
- Feeling they are needed
- Seeing their impact (doing something worthwhile)
- Level of supervision
- Previous volunteer experiences
- Gaining or use of skills

# The Secret Ingredient

# MATCHING



# ACTIVITY

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# Important Items/Review

- Recruit, Reward, Retain are all connected to each other
- Matching is key
  - Matching helps volunteers move from episodic to continual
  - Ask questions
  - Listen to the volunteer
- Be targeted
- Look at the process from the volunteer's perspective
- Word of mouth
- KISS

THANK YOU!

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