

VOLUNTEER PROGRAM RECRUITMENT PLAN

This document can be used as a template for the creation of a volunteer recruitment plan for your volunteer organization. A sample recruitment plan is included

Note: For best use, view online. Go to View>Show and select the Navigation Pane. Microsoft Word heading styles have been applied to the headings in this document. Choosing to view the navigation pane will allow you to navigate to a specific page or heading within the document. You can use the Navigation Pane to get a clear understanding of the logical flow of the document's contents.

INTRODUCTION

The Volunteer Program Recruitment Plan has been created to guide you in the fundamental principles of volunteer program development and administration. Volunteer administration encompasses all the tasks and activities that are needed to build and maintain a healthy and vibrant volunteer program strategically, tactically, and operationally.

This document example will provide a reference point for the development of a volunteer recruitment plan. The steps are presented in the order of the lifecycle of a recruitment campaign but note that the steps may take place simultaneously. Each aspect of the recruitment plan is related to the others but unique in its own tasks and activities.

VOLUNTEER RECRUITMENT PLAN

A volunteer recruitment plan is a living working document. It is in place to ensure that the active recruitment of volunteers is focused to align with current program objectives and to make the most efficient use of allocated resources. Additionally, a well-developed recruitment plan contributes positively to the retention.

This recruitment plan engages multiple methods of communication and approaches to attracting and engaging community members.

I. Identify Key Objectives

A recruitment plan should begin with an overall identification of the purpose of the recruitment plan. Recruitment plan objectives should consider current and upcoming program needs as well as longer-term strategic goals.

II. Volunteers Needed

Identify and prioritize the specific program areas or roles that need to be filled. Identify the top 4-6 tasks that you are most in need of from these volunteer roles.

Determine a numeric goal for the recruitment of each role. Be specific. How many do you need and by when?

Arrange these in a table or list; rank order these in a way that makes sense for your program goals and strategy.

III. Your Target Population

Consider the characteristics of the target population that you are trying to reach. For example, a program offering field trips might be interested in appealing to recently retired teachers.

Consider your ideal candidate for the role? What shared characteristics do they have? Specify the target audience for your recruitment message.

IV. Regional Draw

Consider the geographical boundaries of your primary recruitment plan. List and track the nearby cities and their distances from your organization's location.

V. General Timeline Overview

Recruitment efforts can be ongoing and mostly passive or actively revolve around a central campaign, but are often a combination of both. Determine the timing and cadence of recruitment activities. Use the identified recruitment goals and objectives to develop a timeline to guide the allocation of outreach resources.

VI. Recruitment Outreach Activities

There are many various activities designed to attract volunteers. Use your goals and objectives to determine the best mix of outreach activities.

Select the activities that are best suited to your needs and resources. Determine the activities and specific action steps that need to be taken.

Some core activities common to many volunteer recruitment campaigns include:

Community Group Engagement

- Contact community groups, churches, gardening clubs, professional groups, and educational institutions.
- Schedule presentations and distribute flyers.

Meet & Greet/Volunteer Information Session

- Host a no-string-attached information session for community members to learn about opportunities.
- Set a date, time, and location.
- Plan the agenda and logistics.
- Promote the event through social media, flyers, and online registration.

Media Materials

Printed Materials

- Create flyers, social media events, and postcards.
- Distribute campaign materials in public places
- Maintain a list of locations of posted materials

Press Release

- Write and distribute a press release for the recruitment campaign.
- Consider timely, relevant, and unique aspects for newsworthiness.

Social Media Advertising

- Share media content and extend reach through social media ads.

Webpage

- Update website content to reflect the volunteer program.

Personal Ask

- Encourage current supporters to invite others to volunteer.

VII. Retention

Recruiting engaged volunteers who are committed to the organization takes an investment of resources, both time and money. As such, a recruitment plan must also address retention of the place volunteers. As volunteers are onboarded, retention communication and recognition activities begin.

List the intentional communication or recognition activities your team will take during this time to welcome and engage your new volunteers.

Volunteer Program Recruitment Plan Example

The following is sample recruitment for a fictitious organization called "Nonprofit Center".

Nonprofit Center Recruitment Plan 2024

I. Objective

The objective of the recruitment plan is to attract and engage a volunteer community workforce. This volunteer workforce is needed to extend and expand the current service operations of the Nonprofit Center. Additionally, short-term volunteers are needed for Big Event.

II. Volunteers Needed

Four distinct program service areas have been identified for active recruitment efforts by Nonprofit Center

Program Service Area	# Needed	Key Tasks	Time	By When
Education Volunteer	6-8	Running field trip stations Prepping materials for a classroom visit Reading a story to a group of students Guiding students in learning activities	Weekday Mid-mornings Ongoing	June 15 *cohort training class start for fall field trips
Guest Services Volunteer	4-6 + 4-6	Collecting admission fees Answering general visitor questions about the Center	Weekends Morning &	April 1 October 1

		Assisting with general opening and closing procedures	Afternoon	
Special Events Volunteer	36	Staffing community outreach booths at public events. Assisting with on-site day-of event logistics including greeting attendees, assisting with food, set-up, and post-event clean up needs.	Saturday September 28 12noon-8pm	September 20 *Big Event date – Sept 28th
Office Volunteer	2	Mail merges, data entry, and document writing Contacting constituents and light research Maintenance of records Other duties specifically around coordination of special events, or as assigned	Flexible / Remote 2-4 hours/mth	December 1, 2024

III. Target Population

The following are characteristic descriptions of target groups for recruitment messaging:

1. Retired adult women and men with leisure time to fill; especially retired educators (Education, Guest Services)
2. Bee-enthusiasts who have available time on a recurring basis. (Guest Services, Office)
3. Civic groups seeking community service activities (Special Event)
4. High-school students who want service hour credits (Special Event)

IV. Regional Draw

The Nonprofit Center is a nonprofit organization whose target audience resides regionally in multiple counties. This recruitment plan will draw primarily from the six cities with the largest population bases that are within 30 miles of Our Town

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Town A	14miles	Town C	28 miles
Town F	18 miles	Town D	30 miles
Town B	20 miles	Town E	25 miles

V. General Timeline Overview

Recruitment efforts are varied and consistent over time providing for a consistent messaging stream punctuated with periodic short-term campaign themes. This cadence of ongoing passive recruitment coupled with periods of focused active recruitment will include the following activity types.

VI. Recruitment Outreach Activities

Activity	Description	Actions
Community Group Engagement	Service groups & clubs Churches Gardening Clubs Professional Groups High School College Apiary Clubs	Contact community groups Schedule presentations Get notices in bulletins, newsletters Post and mail flyers
Meet & Greet	Public Information Session	Establish day and time Plan agenda and day of logistics and materials Facebook Event – QR code for FB
Media Materials	Flyers Facebook Event Large Postcard Invites	Post flyer in gyms, coffee shops, libraries, School staff rooms, etc Create a general volunteer flyer, not event related

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Press Release	Meet & Greet Presidential Service Award	Write and distribute press release for launch Nominate Yvonne, get PSA press kit
Webpage	Content Update	Write content for webpage update
Advertising	Radio ads / billboards Yard signs Social Media	Distribute media content Extend reach on FB event ad, Volunteer Match ad
Personal Ask	Invitation	Current supporters invite one person

VII. Retention

Recruiting engaged volunteers who are committed to the organization takes an investment of resources, both time and money. As such, the recruitment plan also addresses retention activities to engage potential volunteers.

1. Facebook Group for Volunteers
2. Thank you cards sent to all Meet & Greet attendees