

OHIC NATIONAL CONFERENCE

July 15–18, 2024 | New Orleans, Louisiana

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Managing Volunteer Recruitment for Ease and Effectiveness

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July 16, 2024, 3:00-4:00

Getting Started

- Find a group of intelligent, compatible, **new** faces: 3-4 people per group.
- Contort your body or chair until you're close enough to have a quick conversation.
- Say 'hello'.

3 questions that will reveal everything you really need to know about managing volunteers

1. Why do people decide to start volunteering?
2. How do people select the organization at which they will attempt to volunteer?
3. What goes into the decision by a person to continue volunteering at an organization once they have begun, or to discontinue volunteering?

Recruitment Goal

- “Just enough of the right volunteers”

5 keys to succeeding at volunteer recruitment

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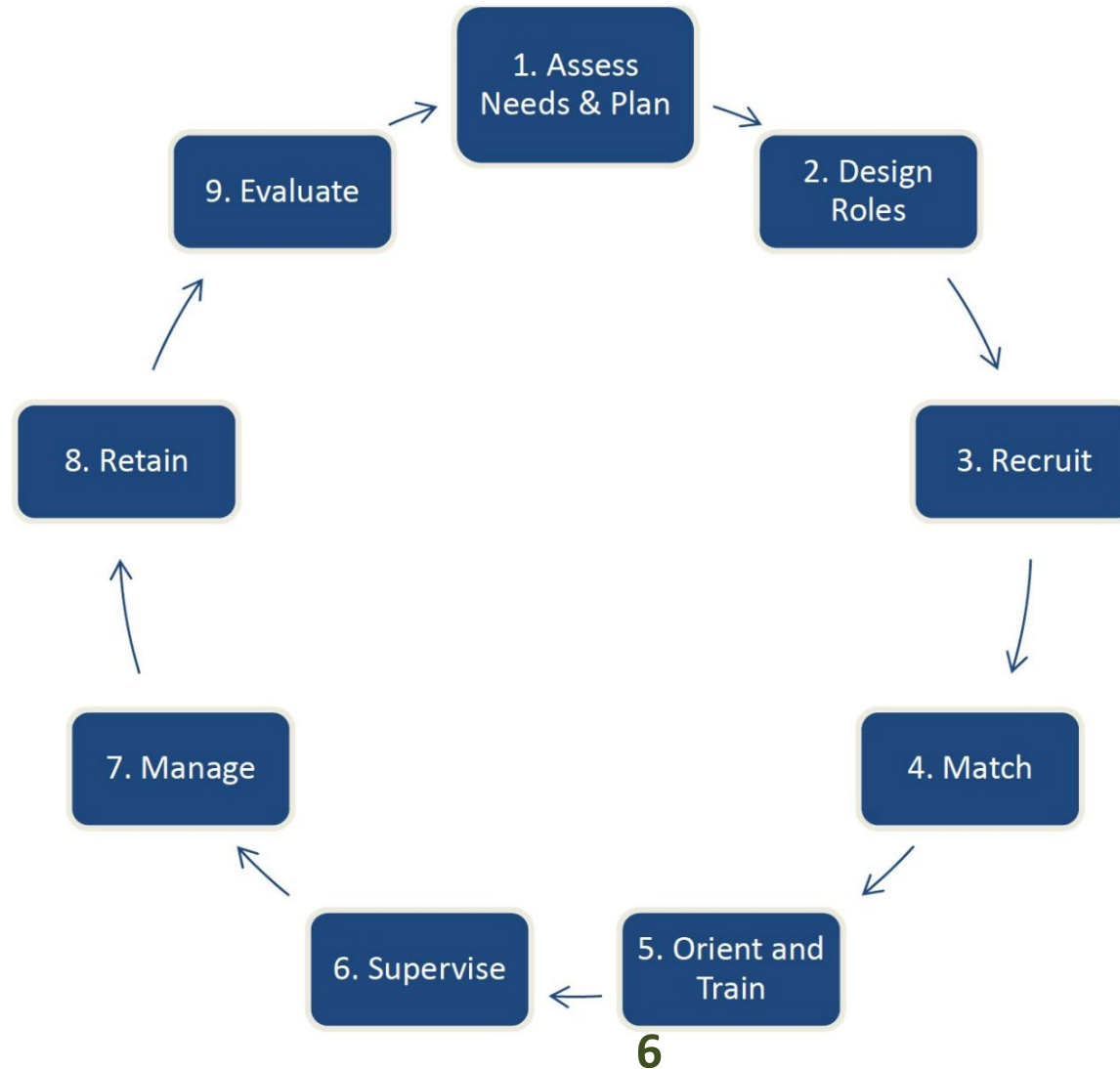
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The Volunteer Involvement Cycle



Key 1: Take the long view.

- Recruitment is only “successful” once the volunteer has experienced the volunteer situation and decided that it “works” for them. Up to that point all you’ve done is attract their attention.
- If you reach that point you can stop worrying about “recruiting” them because they have basically adopted a mindset in which they “recruit” themselves.
- Of course, this just means that you’ve switched from “recruiting” to “retaining” but...

Dr Charles Hobson & Dr Kathryn Malec

Study of United Way agencies in the Midwest, *Journal of Volunteer Administration*

- Only 49.3% received offer of assistance
- 69.3% did **not** receive name of person answering phone
- 26.4% were **not** referred to appropriate contact person
- 48.7% were **not** asked for contact details in contact person not available
- 70% of those who left contact information did **not** receive a return call

Key 2: Build your intake system first.

Interactive website

Downloadable info kit

Online application process

Fast response time

Friendly front desk



Quick group discussion

- What mechanisms/media/technology do you use for recruiting and which one has worked the best for you?

Key 3: All recruitment methods work – find the one that best fits your capacity.

Replacement or "Event"

Manageable number of applicants

Fits the calendar

Targeted toward seniors or...?

Screens out as well as in



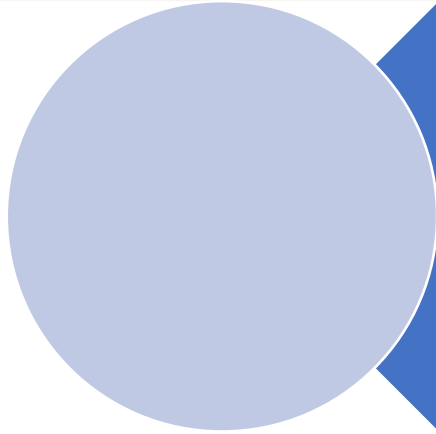
Key 4: Your volunteers and beneficiaries are your best recruitment tool.

- “Word of mouth” has always been the most successful form of recruitment and always will be.
- It’s also the cheapest and easiest to manage.
- Enthusiasm beats technique...

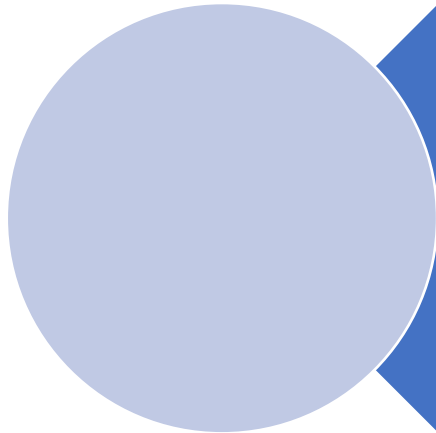
Consider this recruitment attempt

- Seattle Mental Health Institute, a progressive community mental health center on Capitol Hill, with a \$4 million budget, is seeking to fill three (3) positions on its Board of Directors. Individuals with varying backgrounds in business who are interested in a volunteer leadership position in the community are encouraged to apply. For applications, write Shobha Hathiramani, Admin. Secretary, Seattle Mental Health Institute, 1600 E. Olive St., Seattle, WA 98122.

Key 5: Don't mistake your strengths for weaknesses.



The fact that you don't like a particular recruitment message is totally irrelevant. We're not trying to recruit you. We already have you...



The ideal volunteer for OHIC programs is one who values and enjoys learning things and using their knowledge. Don't be misled because people who aren't the ideal volunteer complain about the difficulty of training as their reason for leaving – you don't want them anyway.

Try to avoid foot in mouth disease...

- Community Food Bank - Volunteers needed to sort donated food and make sure food is edible. 892-9822.
- The Travelers Aid Society needs volunteers for its service desk at Union Station. Hours are from 9:30-1:30 and 1:30-5:30, seven days a week. For more info, call 347-0101.

This isn't rocket science...

WORK FOR BEER
(REALLY GOOD BEER)

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