Administration for Community Living

Office of Healthcare Information and Counseling (OHIC)

National Conference

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NO MORE VOLUNTEER BLUES
Key Strategies to Recruiting Volunteers

John Robinson

SHIP State Health Insurance Assistance Program
Navigating Medicare

SMP Senior Medicare Patrol
Preventing Medicare Fraud

History of Volunteerism

Volunteerism in America began in the colonial era, often rooted in **community improvement** and **religious charity**.

During the Revolutionary War, ordinary citizens volunteered to support the war effort by raising funds, boycotting British goods, and joining militias, demonstrating that volunteerism extended beyond faith into patriotism.

During World War I and II, volunteerism became closely tied to **national service, with citizens participating in home-front efforts like clothing drives, bond sales, and food production.**



Types of Volunteering

Formally-Around 28.3% of the U.S. population (ages 16 and older) volunteers through organizations.

while **informal** about 54.2% engage in helping like assisting neighbors.

However, broader surveys, including recent data from Gallup and CivicScience, show overall volunteer participation and civic engagement peaking closer to 50% to 63%.

Who is Driving the Increase in Volunteerism?

- **Nationally, the largest relative gains in formal volunteering between 2021 and 2023 were among:**
- **Millennials (ages 27 to 42).**
- **People who identified as Asian, Native Hawaiian or Pacific Islander, or Hispanic.**
- **Those with less than a high school education.**
- **People with family incomes of less than $25,000.**
- **Rebounds in the formal volunteering rate were not equally distributed across states and the largest 12 metropolitan statistical areas (MSAs).**

Volunteer Profile



Characteristics
- ✓ Helpful
- ✓ Friendly
- ✓ Compassionate
- ✓ Personality

Ambition or Ambitious
- ✓ Fall into the right click
- ✓ Meet the right people
- ✓ Advancement of their own person good

Experienced needed
- ✓ Built the resume

Age
- ✓ 45 up empty nesters
- ✓ Retired

What Motivate These People To Volunteer



The Key to Recruiting Volunteers is How We Ask

Group Participation

Pros

What are the pros that lead to volunteers say yes?

Cons

What is the cons that lead to potential volunteers say no?

Pick your group and build your case

Group 1

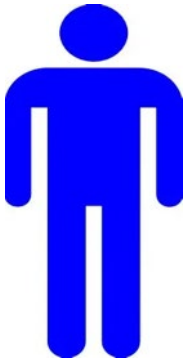
Group 2

Group 3

Group 4

Group Volunteer Recruiting vs. Individual Volunteer Recruiting





Which one would be the biggest challenge?

Pros of Volunteer Group Recruiting

Group Recruiting comes with an organization
Preparation
Someone has advocated for you
The presentation is targeting why volunteers are need
Peir pressure is key when recruiting in a group setting
Best time to do the volunteer intake process

vs.

Challenges of Individual Volunteer Recruiting

Awkward
Place and time
No previous relationship
One shot
How do we reconnect
What's my closing process

Retention

Recognition

Thank You
Praise
Simple tokens
Tell their story
Back on the back

Volunteer Awards Luncheon
Volunteer of the Month, week, day

Social Media
Newspaper
TV
Newsletter
Group email
Volunteer training

Faith-Based Partnerships

Volunteering in America has evolved from early community and faith-based efforts to a broad civic and social movement shaping society through organized service and social reform.

Faith-Based Partnerships



How I Recruited 110
Mississippi Southern First Ecclesiastical Jurisdiction Church of God In Christ Churches

- Awkward
- Place and time
- No previous relationship
- One shot
- How do we reconnect
- What's my closing process

Group Volunteer Enrollment

Seek Permission from the Top
Get endorsement letter on leadership letterhead

I Stayed on their calendar of meetings

I shared visualization of the plan

I created common names to fit volunteer role KISS

I got invited to State COGIC conference to present the partnership optic

The presentation was to enroll all the churches

Mississippi Mass Choir



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