

Recruiting Volunteers

Event Day

Clear job description

- Define the duties
- Extent of the commitment
- Define the qualifications
 - Reassure if no experience needed

Make Them Feel Useful

- Greet them when they arrive
- Efficient Check In & Assignments
- Minimize sitting around
- Don't make the feel like they wasted their time!

Sources of volunteers

- Core group (e.g. your bike club)
- Other groups (e.g. the VFW)
- Sponsors
- Charities
- Friends & family

The Message : Their goals, not your goals

- Organizations have common means, not common goals
- Listen more than talk
- Tailor the message for the audience

Personal invitations

- Phone calls or personal E mails
 - Not mass E mails
- Commitment in stages
- Offer options
- Thank them if they say “no”

Working with core groups

- Their goals usually ARE your goals
- Work with the leadership
 - Give them ownership
- Identify a single contact

Working with other groups

- Example: Community members
- Related in THEIR view, not yours
 - Find out what they want
- Work with the leadership
 - Give them ownership
- Identify a single contact
- Clear goals, timelines & procedures
 - Follow up

Working with sponsors/clients

- Motivations
 - May be seen as team building
 - Reinforce their participation
- Find out what's worked before
- Internal recruiting channels
- Follow up

Working with charities

- Give them a cut
- They often over-promise
 - Don't rely on "past performances"
- They can help passively with others

Friends and family

- Core volunteers can often bring in others
- Typically a last resort
 - Adds stress and work to core volunteers

Casting a broad net

- Mass E mails
- Volunteer button on web site
- Advertisements and articles

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Core Staff

Always on the look out

- Event day volunteers
- People from partnering groups
- People with special skills
- Staff from other events
- People that you know

Don't try too hard

- Make them meet your more than half way
- People who are hard sells won't follow through
- Be clear on what they've agreed to do

Have backups

- Don't give a crucial job to someone new
- Have others working on related assignments
 - Reorganization will be almost invisible

Keeping Volunteers

Avoiding the “churn”

Make it a good experience

- Keeps shifts reasonable
- Bring extra hats/clothing
- Refreshments
- Bathroom breaks
- Rotate positions
- Talk to them

Thank them

- At the event
- After the event
- The more personal, the better

Share the accomplishment

- Let them know that they mattered
- That they advanced their own goals
- Give them ownership

Ask for their feedback

- People want to be respected
- Unhappy people forgive you if you listen
- You'll get useful ideas

Make it fun

- Meetings should be social occasions
- Staff should be compatible
- Rotate jobs if it's getting stale

Gifts :

A few \$ can be returned 100-fold

- T shirts
- Coffee cups
- Water bottles
- Donated schwag