

Recruiting Volunteers

**WE'RE
HIRING!**

Attracting the people you need...

Planning is *key* to success when recruiting volunteers. There are a number of things that you should consider before going out to recruit.

Before you recruit...

Before you start recruiting volunteers, ensure that you have a clear idea about:

- The tasks that volunteers will be undertaking
- The skills and experience that you are looking for from volunteers.
- The training and equipment that volunteers will need to undertake the role.
- Where they will sit/ where they will be based.
- What type of expenses volunteers can claim e.g. travel, lunch etc. You need to be clear about the expenses process; how it will work i.e. will you be using a petty cash system and have you discussed this with finance and agreed a process?
- Who will be responsible for supporting and supervising volunteers and how much time this will involve.

How will volunteers benefit?

Think about why someone would want to volunteer with you. People volunteer for different reasons. How will the work that they do, contribute to the work of your organisation and what benefits can they gain from the role - what skills and experience will they gain?

Volunteers are giving up their time and will want to know what they can expect in return, whether that's meeting new people, contributing to a good cause, learning new skills or undertaking training.

Advertising Your Volunteer Roles

- **Volunteer Centres.** At the risk of plugging ourselves, please make use of our free brokerage service to advertise your volunteer roles! We promote local volunteer roles on our website.
- **Word of Mouth.** Word of mouth is powerful and one of the most effective publicity tools. Volunteers, staff and clients who feel good about their involvement with your organisation are likely to tell their friends about their positive experience, but don't rely on this method alone, because then it's unlikely that you will attract a diverse workforce.
- **Media.** Local press and social media are great advertising tools to utilise when promoting your volunteer roles, but advertising isn't cheap. You might choose to submit a feature to local press that talks about the work of your organisation and you could mention that you are looking to recruit volunteers - this can sometimes be more effective than just placing an advert in the recruitment section, as it gives people more of a flavour of the work of your organisation or service.
- **Local Community.** If you have produced some leaflets or flyers, you could distribute them at key places within the local community e.g. community centres, children's centres, public buildings.