



**Learning Pathways
Recruiting
Part 1: Before You Start**

Welcome!

- This is a new format for learning at VolunteerMatch
- Designed for more participation.
 - All resources and slides will be available afterwards.
 - Please register for all Parts of a Learning Pathway – they build on each other.

What do you think your biggest recruitment challenge is?

Hospice is a scary word to a lot

people are busy

Finding vols who can meet the time commitment

Volunteers want weekend shifts, staff refuses to work weekends

Constant contact with volunteers and ghosting

retention

Time commitment

Gaining long-term commitments

What do you think your biggest recruitment challenge is?

difficulty finding year-long volunteers

finding volunteers

Not much opportunity within the center

Finding volunteers available during daytime hours

Finding quality and committed volunteers - not all volunteers bring what we need to the table!

no one wants to volunteer

Post covid commitment

Finding the right set of talent and knowledge for the roles

What do you think your biggest recruitment challenge is?

finding volunteers to begin with

Explaining the job

too many things asking for volunteers' time

Time

Schedule conflict, commitment

Time commitment

Scheduling around time preferences

People putting off involvement because they think there's plenty of other volunteers

What do you think your biggest recruitment challenge is?

working remotely

Odd Shift Times

18 month time
commitment

Finding diverse
volunteers

Volunteers want weekend
shifts and we only have
weekday shifts right now

finding volunteers!

cost to become
mediators

Not sure how to gauge why the
folks who don't volunteer with
us are choosing not to - would
love to adapt our strategies
based on that, but hard to
collect that data.

What do you think your biggest recruitment challenge is?

Volunteers who are able to work the hours we are open

Economic climate. In my city, many people are struggling to get by. Many are students, working jobs and going to school. Many are working multiple jobs. Very few people have the time.

prepping & projects

Retention

Not so much building, but **SUSTAINING** the volunteer bench

We're a long term commitment- 10 years for mentoring so it's a big commitment.

Finding the right volunteer that is willing to take on the responsibility.

Finding Volunteers wanting to do certain work

What do you think your biggest recruitment challenge is?

Staff buyin

Difficulty with communication

growing our crucial core of *repeat* volunteers

Not having lots of volunteer options at all times.

Working with homeless people is just hard.

Younger people seem to be volunteering less and the older generation is aging out

Long training period for our volunteers

Consistency

What do you think your biggest recruitment challenge is?

weekly commitment

Live in a rural area,
domestic violence sexual
assault can be scary and
sway people away

Finding volunteers with
matching skillsets to
meet our needs

sustainability with
volunteers- having many
long term volunteers

Communication

Our operational hours do
not fall within their
availability.

Ghosting and no-shows.
Would love more reliable
and consistent volunteers!

Volunteers afraid of child
abuse issues to be a
Mentor.

What do you think your biggest recruitment challenge is?

Committment

Managing our needs with their schedules

moving beyond transactional recruitment

Engagement and long onboarding process

Diversity

We haven't been completely clear on setting expectations

Volunteers for direct service with our clients require a 24 hour training and that training is only offered a few times a year

Small population of eligible volunteers in area

What do you think your biggest recruitment challenge is?

Not a lot of success with specialty opportunities and great need for daily tasks.

Worried they will end up having to do everything in the long term if they agree to take on a small role in the short term

Getting the word out to individuals who will probably be interested.

Virtual volunteers- keeping them interested

Not sure how much recruitment should look like marketing and networking outside of operations.

Building capacity within the organization's departments.

not having enough opportunities

Finding older, established volunteers compared to college-aged volunteers

What do you think your biggest recruitment challenge is?

Scheduling conflicts

Our onboarding process

our agency's vetting process is overly intense [paperwork] and takes too long to receive a start date

finding committed volunteers because of busy schedule

people don't want to get involved in situations with abused and neglected children

scheduling

The organization has not conducted outreach before

Finding quality volunteers that will give the time needed.

What do you think your biggest recruitment challenge is?

Finding roles for more volunteers to stay active
Finding volunteers from specific careers

Some are hesitant to communicate with the clients.

We require our volunteers to commit to a week of time - hard for them to take that amount of time off

Same old, same old with advertising for volunteers

Too many overlapping org agendas.

Volunteers having the availability to commit to condensed hours for an annual weekend event

busy schedules

Breaking out of the noise and getting attention amidst everything else wanting people's attention

What do you think your biggest recruitment challenge is?

Explaining tjob

Finding best places to post opportunities.

Figuring out how to recruit using social media - not only flyering or word of mouth.

Finding people that can volunteer.

we have set hours and cannot be flexible

They don't know what to expect

Time commitment (our required volunteer tutor training is 18 hours)

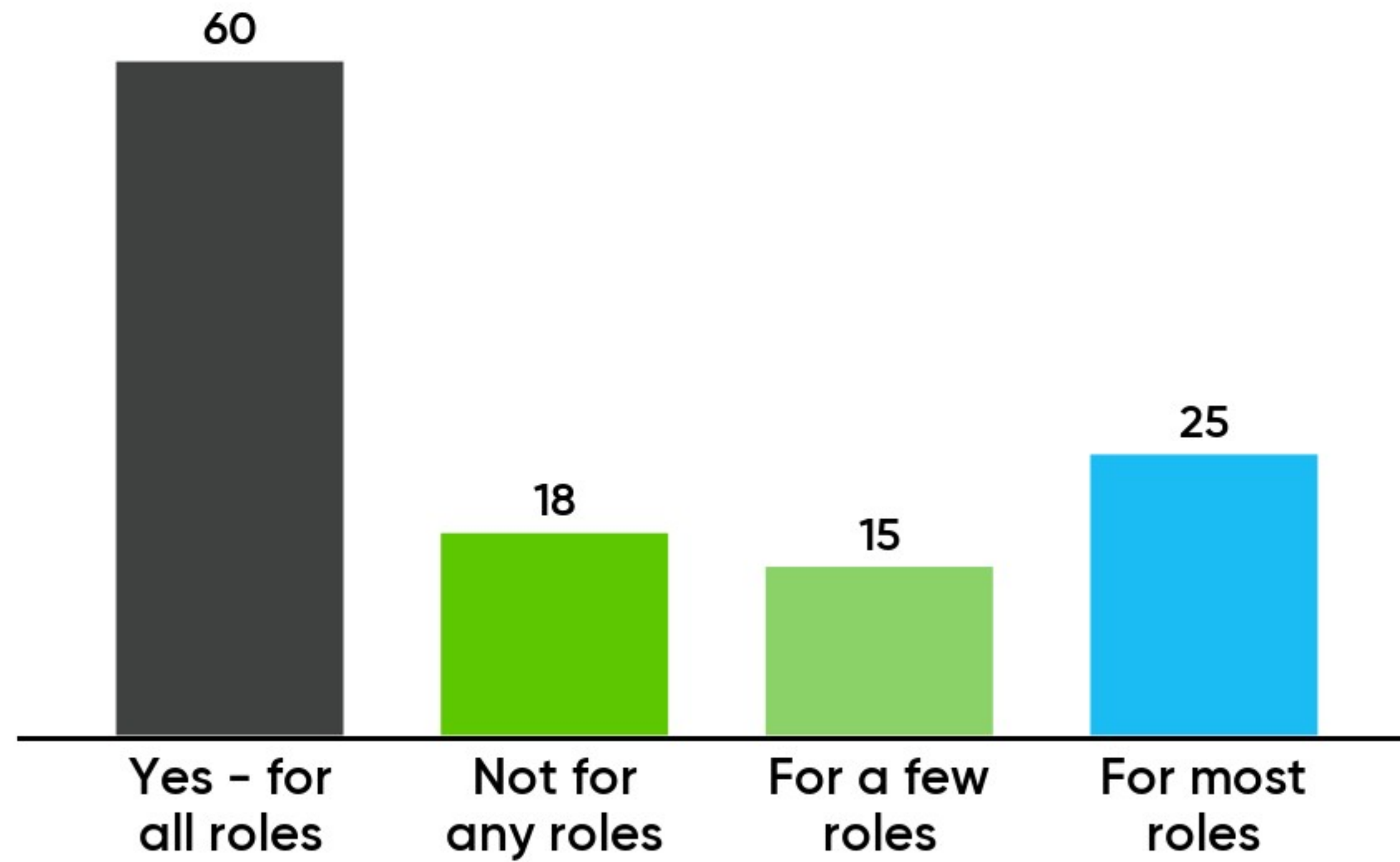
trying to find out if we are getting the word out to the right population about our org and the opportunities we have available

Laying the Foundation

Recruiting is the final step:

- Position descriptions, volunteer personas, screening, training, build buy-in, impact – all need to be determined before you recruit!
- Who are you looking for? What will they be doing? How will they know what to do? When will they (and you) know they're done?

Do you have volunteer position descriptions?



How do your position descriptions help you build relationships with volunteers?

They know what to expect and they're excited to fulfill that role

Sets clear expectations

transparency,
accountability

Avoids unrealistic expectations

It helps the volunteer to understand their role better

Make expectations/opportunities clear from the start of the relationship

communication,
clarification and
transparency

Set out expectations for both sides

How do your position descriptions help you build relationships with volunteers?

We have a lot of options, and allow Volunteers to choose the opportunity that suits their schedule/interests best, and move forward from there

They know what they signed up for so it builds trust.

By letting your volunteers know your expectations for the role

shows ways they can be a part of the org beyond their vol role

transparency

They help set expectations appropriately from the get-go

we don't have

We are very specific in descriptions so the volunteers know what's coming.

How do your position descriptions help you build relationships with volunteers?

Establish expectations, provide them a clear understanding of what their role will be

They know what is expected from the get go

managing expectations

Helps them to have a better idea of what is required of them.

We don't use them. But could they be overwhelming?

Having clear position descriptions can help educate potential volunteers on the variety of opportunities we have

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How do your position descriptions help you build relationships with volunteers?

Having clear position descriptions can help educate potential volunteers on the variety of opportunities we have

It's a starting point for our learning.

Having clear position descriptions can help educate potential volunteers on the variety of opportunities we have

They know what they are doing. Helps with boundaries

They give me a little window to showcase myself and the organization which can be really fun, creative, and innovative

We are on the same page about all expectations.

clear communication and being upfront about commitments

Opportunity to get feedback and solve issues

How do your position descriptions help you build relationships with volunteers?

They have a specific title, so they know where they belong in the organization.

establishes expectations so that they feel in the know. establishes a clear line of communication.

Provides guidance

Set communication expectations; info on when/where to get support

I think if Volunteers know what they will be doing before coming in, then they are not surprised when we ask them to work in the dish room

Ours are short and succinct. No longer than 1 page. Brand compliant. Clear on expectations but not too detailed so they are curious to hear more. Clear professional development opportunities as well.

Clarity, accountability

Learn about their skill sets and interests

How do your position descriptions help you build relationships with volunteers?

It's a good way for volunteers to self-select-gives them some ownership. Shows then the expectations of the volunteer experience

understand current role and what to do to have more opportunities

They explain why the role is important to our mission and gives parameters and expectations for both parties.

Shows the relationship Expectations and responsibilities clearly stated Time frame clearly laid out

Set expectations

Explains benefits of volunteering for said role

They are usually more interested and perform better when they have a role description and responsibilities available to them.

Hopefully they will embrace the importance of their volunteering.

How do your position descriptions help you build relationships with volunteers?

I definitely think we need to review our position descriptions. They are pre-COVID and have not been revised.

They know what to expect

They present the opportunity for open communication and a discussion about the applicant's expectations for their volunteer experience.

yes, I like to include an impact statement. no, it doesn't tell all the emotional aspect of serving our clients.

our volunteers receive a small stipend if they qualify with income so they tend to become interested at the beginning

Let them know what we expect from them and when these things will be due. I often parrot the descriptions when confronting troubles.

Emphasizes how broad our opportunities are, given that we're an all-volunteer organization

Sets a professional tone for your organization

How do your position descriptions help you build relationships with volunteers?

It highlights their impact within the community

Clear expectations, easily understood descriptions, clearly established boundaries

connect job/role to larger mission/vision

Many different positions

Sharing our mission in our position description establishes expectations on how we work together.

Have many different opportunities, give them power to choose where/how to help

Volunteer expectations, clearly outlined time commitments in addition to having clearly outlined volunteer benefits.

allows for the opportunity to ask questions and clarify

How do your position descriptions help you build relationships with volunteers?

reluctance of organization to set clear position descriptions - instead it seems to adopt the "open door" approach to volunteers and doesn't appreciate the cost of that approach

They help level expectations ahead of time and give volunteers a clear understanding of what they will be working on. Helps with communication and expectations overall!

It gives us the transparency with our volunteers that we're not holding back and to be upfront about what we are expecting from them so that we can form a true partnership with them.

Show that we are organized and well prepared for volunteers when they come in!

It's like a menu of opportunities that allows volunteers to dream, see where there is natural overlap of skill/schedule and gives a sense of autonomy.

volunteering can be scary if you're introverted or have anxiety. having thorough descriptions can help prepare volunteers and it's the first impression. you want them to feel comfortable reaching out

good communication is part of building relationships and giving information is good communication

It allows people to pick the best opportunity for their interests and skills.

How do your position descriptions help you build relationships with volunteers?

I start with a simple breakdown of what the volunteer would do, how it can be enjoyable, what the impact could be. Then segue into the responsibilities. At the bottom is more of the org. info.

Outdoor, forest and garden management work. Roles change depending on what is needed at the time. Flexible roles, volunteers choose depending on what they want to do and the weather at the time.

Discussing volunteer roles gives the applicant insight into me as a leader and how our organization values volunteers.

It give me the ability to ask and see their strengths that they could bring to the role.

we provide monthly in services on topics of their interest as well as how to be more confident in their role

Appreciation

They will be more prepared with a descriptive role in the position they are interested in volunteering

by conveying the impact they can make, managing expectations

How do your position descriptions help you build relationships with volunteers?

We have required (but simple) applications accessible through the position descriptions where we gather more of the why behind a person's interest so we can meet them with where they are at.

Someone who loves people AND the environment!

Curious, lifelong learner who wants to be more civically engaged

Committed and positive

Interested in working with adult learners; responsible, creative, able to work autonomously, flexible, skills in math for math tutors

Create Volunteer Position Descriptions

- Title - Volunteer is a staff category, not a title
- Team or Department - Reports to/Works with
- Description of role - Brief but includes an impact statement and answers the question Why?
- Primary Responsibilities - Secondary Responsibilities
- Decision Making Authority – where does it start and stop
- Skills and Experience - What a volunteer needs to know to be successful
- Time Commitment - Hours/week, months



Title: Online Job Counselor

Department or Team: Employment Programs

Responsible to: Employment Programs Director

Works With: Employment Program staff (paid and volunteer) and job seekers

Description of Role: This position teaches clients to use computers, access the internet wirelessly, use the internet, and use computer software to access online job postings and to apply for jobs online. This training provides a much-needed service to our clients by assisting them, and to the community by increasing patron's technology skills and general computer literacy. This position offers the opportunity to meet new people, help others, and work in a pleasant environment.

Primary Responsibilities:

- Provide individual help to clients using computer work stations.
- Assist clients using the internet to conduct job searches.
- Assist clients in using Microsoft software and other specialized software.
- Help clients use other library machines such as copiers, printers, and checkout machines.
- Refer clients to Program Director as needed.
- Inform Program Director of any issues or problems with machines.

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Secondary Responsibilities:

- Be responsive and courteous to clients.
- Comply with organizations dress code for volunteers – see Volunteer Handbook for specific information on the dress code.
- Sign in to and out of volunteer log book at the start and end of each shift.
- Keep the Volunteer Coordinator up-to-date with personal and emergency contact information.
- Report any concerns to Program Director.

Skills/Qualifications Needed:

- Patience
- Good verbal communication skills
- Enjoys working with others
- Willing and able to follow directions
- Experience in using Microsoft Internet Explorer, internet search tools, and other Microsoft software programs.

Desired Experience:

- Experience with online job search tools or resume writing.
- IT professional or strong computer generalist.
- Previous experience teaching others to use technology.

Training:

Up to 6 hours of training and orientation will be provided, as well as additional training in use of machines and specialized software.

Time Commitment:

Two or more hours per week with a minimum of a six month commitment.

Volunteers Needed

What does your volunteer program look like to a volunteer?
Volunteers have a choice!

- Are your opportunities task based or collaborative?
- One size does not fit all volunteers
- Do you have clear roles and expectations?
- Volunteers want to know the impact and make good use of their time.

Volunteers Needed

- Can you identify the “right” volunteer for the role or your organization?
- It’s as important to know when to say yes as it is to learn to say no.

Designing Opportunities

Conduct a gap analysis

- What work needs to be done?
- What work could be done by volunteers?

Involve volunteers in the process

- What's working, what could be improved?
- SWOT Analysis, or similar
- Brainstorm and consider existing volunteer's skills and experience

Designing Opportunities

Ask why?

- Why does this work matter, why would someone want to volunteer for this opportunity?

Incorporate responsibility and accountability

- Set and manage expectations for all stakeholders
- Be clear about decisions that can be made, made with consultation, and must be brought to supervisors

Think creatively

- What could you accomplish if you weren't limited to the time and talent of paid staff?

Who do you think would be a good volunteer for your open role?

Anyone here interested?
Could use all the help I
can get. lol

a compassionate and
caring individual

Someone who is reliable,
competent, passionate
about our mission.

Someone engaging, who
loves learning, and can
work with all ages

someone who is interested
in spending time with a
patient, often simply being
a friendly visitor

People person, teaching
skills (looking for tutors for
people studying in our
shelter)

It depends upon the role.
Overall, we look for
volunteers committed to our
mission and vision

We're in an educational travel-
based organization. I'd ideally
seek travelers, people who
have experienced
multiculturalism firsthand.

Who do you think would be a good volunteer for your open role?

Stay at home moms with kids in school and a few hours open to volunteer during the day.

flexible, willing to engage, consistent

Someone who is passionate about education, enjoys working with children, is patient, reliable, follows directions, can take direction/feedback from others

looking to build communities

Someone who is reliable and willing to help the community to work sometimes carrying heavy things, sometimes talking face to face with our participants who are in need of compassion

Young, tutoring experience, college student, without criminal records, can has and worked with kids. Care about our mission and wants to help where they can

Open minded, compassionate, flexible

It has to be someone who is dedicated and passionate about helping others

Who do you think would be a good volunteer for your open role?

Someone who doesn't mind getting their hands dirty

Spry, active older person who is retired or younger person who works from home/has flexible schedule. Great work ethic, not squeamish about animal fluids.

Compassionate, understands our mission, adheres to guidelines and training, takes regular shifts, and provides feedback on experiences.

Someone who is passionate about working with girls and giving them leadership opportunities, working as a team with the girls/families/staff/fellow leaders.

open to communication and has great listening ears

Former educators, retired school staff, people who have worked with school aged youth, people who understand the importance of a mentor, people who enjoy working in a school setting...

Loves working with children, energetic, creative, fun, joyful, independent, responsible, leader

short term specific task opportunity that may lead to something bigger. Kind of like a 'trial volunteer'

Who do you think would be a good volunteer for your open role?

Mobile/able to push wheelchairs, possess excellent customer service skills, able to think independently, but can function within the rules/policies of our organization

Willing to be open to learning how to work with underserved people. Able to take direction from staff. Also, able to be flexible to meet the needs of our clients. Our clients may have different needs.

someone who is eager to learn new things, is good at interacting with the public, and then will take initiative in specific areas that are most exciting/interesting to them

Someone who has mid-day availability, was open to working with elderly and other volunteers, comfortable driving in a congested city, and committed to work in line with our mission.

A volunteer who is clear about their capabilities and what they want to accomplish as a volunteer.

A compassionate, reliable, professional who is interested in advocating for children in foster care.

personable, patient, eager, takes constructive feedback well, takes initiative, a leader

A retired person or anyone. lol

Who do you think would be a good volunteer for your open role?

A time and mission committed person that understands the importance of developing a cordial relationship with our residents and staff.

Folks interested in learning about the underlying issues that necessitate us hosting the drives for which we need volunteers.

Someone who works well with youth and is committed to our mission and vision. Will be required to undergo background screening.

Welcoming, can greet our clients in a friendly way, polite on the phone, confident.

a retired teacher

Compassion, loving, caring, and dedicated

Someone who is agile but most of all a culturally add (not fit) to our organization.

Someone who is kind and compassionate. Someone who understands lending a hand up not a hand out.

Who do you think would be a good volunteer for your open role?

Someone who's comfortable with the elderly community. Someone who is patient, compassionate, and comfortable in hospital settings.

I would like to expand the types of volunteers so we can get more volunteers? Relax the min age requirement? How to support our current vols so they don't feel burn out.

Someone who is okay with switching between repetition and unpredictability. Some days they may need to refill the snacks 5 times and other days they may spend an hour talking to a patient.

A volunteer that wants to help, wants to make a difference, wants to be a part of something big, and have fun doing it.

Passion for the wonders of nature, willing and able to get hands dirty while learning about and loving forest and garden bed management.

nursing students

We have a lot of volunteers that we have helped in the past that just want to give back to help others in the same position they once were.

Someone who is trying to get back into the workforce but lacks recent work experience

Who do you think would be a good volunteer for your open role?

People who would bring in others! Friends, family and professionals

Someone who is a go-getter and just really loves to learn!

understanding and willing to commit to pay their way/hotel to conferences and events

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Skill level

Build a Volunteer Persona

Think through who would be an ideal volunteer:

- Composite or sketch of a type of person, not an actual person
- More than one persona may be a good fit for a role
- Include a persona's goals and motivations
- Include existing and past volunteers to help provide feedback and authenticity



Recruiting and Designing Opportunities for Today's Volunteers

Volunteer Persona Worksheet

Create a brief composite sketch of your ideal volunteer for the role:

Who is the volunteer? Age, life stage,	
Why do they want to volunteer (motivation)? Use skills, help others	
What skills do they need to have? Career level, hobby, technology	
What character traits do they have? Extroverted, detail oriented	
What could prevent them from volunteering? Schedule, routine work	
What message or impact would resonate? Story, motivation	

What do you think would be most important to them about volunteering?

Connection to their community!

What their time means to the agency and why they are needed. Everyone loves to feel needed!

working with our clients one on one - helping those who are like them supporting their communities

What do you think is preventing them from volunteering?

Worrying that they don't have enough skills

Time. Access.

not having enough free time, being too busy with work and other obligations

Time

Not enough time in their day; no opportunities available during their free time.

Trying to do too much!

Feeling valued

Not able to volunteer remotely

What do you think is preventing them from volunteering?

Fear of entering healthcare setting post-COVID.

lengthy on boarding process

Finding a better volunteer opportunity with another organization

Free time. Afraid they aren't able to commit for a regular time period

Skill level

Time - Not looking for a weekly commitment, want to be free to travel, etc.

The hours we have available. set shift times
Transportation issues
Busy schedules in PM which is what we need more help with
Trauma Training

Sorry, not feeling valued

What do you think is preventing them from volunteering?

Feeling overwhelmed

Not knowing we are here

Poor follow-up/communication from organization that makes volunteer question the need/impact for the volunteer position

Fear of the unknown working with court involved youth. Misconceptions.

Successful recruitment
doesn't just happen!

Recruitment Planning

Foundation components create a roadmap for recruiting the right volunteers

- Use the Position Description and Persona to identify what a volunteer needs to know, do, be. Where could you find those volunteers?
- Pull persuasive language from the Impact Statement to include in the recruitment message
- Share training and support activities with prospective volunteers to manage expectations

Recruitment Planning

Foundation components create a roadmap for recruiting the right volunteers

- Build evaluation into the plan – where did volunteers find you, which channels were most successful
- Consider orientation, training, and screening activities to determine when to start recruiting
- The more specific the skills/experience the longer the recruitment process may take

Where do you need help, and where can you find it?

For Next Time:

Explore the Resource Packet:

- Can the worksheets help you start conversations?
- What additional resources do you need, what resources do you have to share?
- Join the LinkedIn Group to share ideas, ask questions, get support.

What are your questions, thoughts, or ideas?

Thank You!

Jennifer Bennett, CVA
Director, Education & Training
jbennett@volunteermatch.org

