



Volunteer Recruitment Series: Personas Worksheet

Please complete before attending or watching the Recruitment Messaging Workshop. This worksheet will ask you to reflect on the Persona for the role you've chosen. If you don't have a full Persona you may want to build that before completing this worksheet. There is a template and sample Persona provided below if needed.

Think about an ideal person for this role, or someone you'd like to recruit for the role. Who are they? Describe who this person is – how old are they, what does their life look like, what are they currently doing in their day? What current responsibilities do they have – work, family, etc.? Be as specific as possible. You should almost feel like you know them in real life.

What is their motivation for volunteering? What are they hoping to accomplish with their volunteer time? This might be cause/mission related, tied to family or community, or might include social or professional skills. Again try to really think about why this person would want to volunteer, what role does volunteering play in their life?

What makes this person uniquely qualified to volunteer for your organization? Why this person, what makes them the right fit for this role? This could be their motivation or goals, life stage, specific skills, experiences or characteristics.

What would this person get out of volunteering for this role? What would be rewarding or satisfying for them? How would you show them they'd accomplished their goal or met their motivation? Really focus on the impact. As you imagine this person, what do you think they'd want to hear or observe after working with your organization? Think specifically about Question 2 and see if you can come up with a specific recognition activity for this person.

What's stopping this volunteer from volunteering with you, or volunteering in general? Our volunteer persona may have more than one barrier, but try to imagine what the biggest reason might be. It possible try to focus on things that tied to the volunteer's life stage or situation rather than on barriers that come from your organization. (These are still valid, but not as helpful for this exercise.)



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	