Steps to Successful Volunteer Recruitment

**Step 1:** Identify WHY people might want to volunteer in your organization and WHY they may NOT.

**Step 2:** Consider social and local TRENDS and put volunteering into context.

**Step 3:** Design meaningful volunteer ASSIGNMENTS with the potential to attract the people you most want.

**Step 4:** For each volunteer job description, BRAINSTORM sources where you are most like to find the right candidates.

**Step 5:** Match your TECHNIQUE and recruitment MATERIALS to the source.

**Step 6:** DO IT!

**Step 7:** BE READY for applicants.