

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.