

Sample Volunteer Recruitment Plan

Mission and Vision of the Organization

Our mission is to . . .

In five years we . . .

Assumptions about recruiting volunteers in your organization

- ✓ People give their time and resources to organizations in which they are invested. How are you helping your volunteers invest in your organization?
- ✓ People expect to obtain value from their volunteer experience. What are you offering? (Some examples: gaining knowledge, learning new skills, meeting new people, broadening your network, expanding your horizons.)
- ✓ People need choices as to when and how to volunteer in an organization. What choices do you offer?
- ✓ People volunteer because they are asked directly, one-on-one. Who is asking people to volunteer?
- ✓ People need to have volunteering as an activity suggested to them. Who is suggesting this to them?
- ✓ People have limited time. How do you make the best use of your volunteers' time? How are you wasting their time?

Your Volunteer Recruitment Plan

- ✓ Our volunteer recruitment plan will be complete and in effect by _____ (date).
- ✓ Everyone in our organization will be familiar with our volunteer recruitment plan and with our current volunteer needs. (How are they learning this?)
- ✓ Our goal is to increase our volunteer workforce by XX percent by _____ (date).
- ✓ We will monitor the effectiveness of our plan and revise as needed. (Who will do this?)

Volunteer Recruitment Tools

- ✓ We will create a brochure/materials to mail to prospective volunteers by _____ (date). It will include a volunteer application. (Who will do this?)
- ✓ We will develop a phone script for recruiting and screening volunteers by _____ (date) (Who will do this?)
- ✓ We will follow up every brochure mailed with a phone call. (Who will do this?)
- ✓ We will develop a video depicting volunteers working with our clients by _____ (date) (Who will do this?)