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# **VOLUNTEER RECRUITMENT AND MANAGEMENT**

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# Learning Agreements:

- Responsibly unplug
- Once voice
- Step-up step back
- ELMO
- Questions at the end

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# Purpose:

To discuss the foundational aspects of  
volunteer recruitment and management.



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# Hello, I'm **Ariel Baber**

I'm a Volunteer Manager at AZCEND

I have a background with Youth  
Serving Organizations

I'm an AmeriCorps Alumni

# COMMUNITY BUILDER

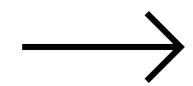
**Consider the question:**

What was the best volunteer  
experience you have ever had?

What made it meaningful?



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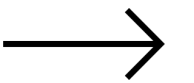


# Volunteer Recruitment

The process of attracting  
and screening candidates  
for volunteer work



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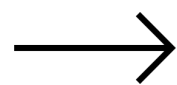






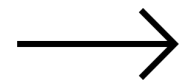
# Volunteer Recruitment

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- Identify Your Organization's Needs - Strategy
- Develop Your Message to Recruit Volunteers
- Engaging Volunteers Through Various Platforms
- Establish Community & Corporate Partnerships
- Encourage Word-of-Mouth Recruitment
- Screen Your Volunteers
- Focus on Retention

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# Identify Organizational Needs

- Calendar of Events
  - Fundraising
  - Advocacy
  - BOD, YPC, Auxiliary, & Affiliate
  
- Needs Assessment
  - Listening Tour
  - Survey
  
- Develop Strategy/Plan



# Develop Messaging

## ○ Elements of Engagement

- Attention Grabbing Hook
  - Personalize to your Organization
- Theory of Change
  - Problem + Solution = Impact
- Leverage High-Value Questions
  - Discover preferences, motivations, abilities
- Outline Logistics
  - Who, What, When, Where
- Call to Action
  - Be specific!

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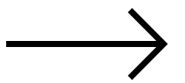
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## **Engage Volunteers Through Various Platforms**

- Website
- Social Media
- Volunteer Hub
- Physical Postings (flyers)
- Tabling Events & Tours
- Group Presentations
- Newsletters
- Paid Advertisements

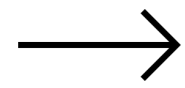
# Establish Community & Corporate Partnerships

- Community Organizations that are working to place volunteers with organizations
  - Hands-on Greater Phoenix
  - NCL/BTC
  - Faith-Based Organizations
  - College/University Service Learning
- Corporations working to fulfill social responsibility
  - Philanthropic Arm
  - Employee Resource Groups





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# Word of Mouth

- Encourage your volunteers to share their AMAZING volunteer experiences
  - Verbally, Social Media, etc.
  - Act as a Liason
  - People are more willing to volunteer when a friend, family member, or co-worker is asking
- Everybody at your Org. is an advocate



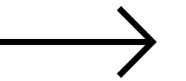
# Volunteer Screening

- Ensure the volunteer has the required availability, skills, certifications, trainings, etc. for the posted opportunity
- Ensure the volunteer has submitted/passed any Org. safety requirements: Background Checks, Fingerprint Clearance Cards, CPR & First Aid, TB Test, etc.

# Focus on Retention

- Moves Management
  - Discover
    - Recruitment
  - Cultivate
  - Brief
  - Ask
  - Steward

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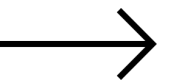




# Cultivate

- Nurture volunteer's affinity for the organization through impactful social gatherings, site visits, and meaningful conversations
- Use their interests/Volunteer Personality to advance their understanding of the value of their support
- Invite to events, tours, meetings, graduations, etc.

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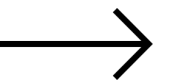
# Brief

- **Have a dialogue:** Listen to the volunteer's feedback/perspectives to align with current or future giving opportunities based on Org. needs (time, talent, or treasure)
- **Make a case:** Synthesize what has been shared and align it with your case for support
- **Make an ask** if appropriate or schedule to make an ask at a later date

# Ask

- Reaffirm mutual interests
- Make a meaningful/specific solicitation (time, talent, treasure)
  - Invite relevant parties to attend the meeting
- Agree on next steps

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# Steward

- Maintain a partnership mindset
- Keep volunteers engaged and provide regular updates
- Treat as a key stakeholder
- Treat them like a relationship, not a transaction
- Show gratitude often
  - Phone calls, verbal thank you, social media highlights, volunteer spotlights, written cards, event invitations, gifts/swag, client creations

# Pitch Perfect

Develop your pitch for a volunteer activity. Remember to utilize the elements of engagement:

- Hook
- Theory of Change
- High-Value Questions
- Logistics
- Call to Action



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# Reflection

- Reflect on your volunteer community. What are their top 3 motivations to give? Are you currently engaging in the moves management process?
- If you do not currently have a volunteer community (or you don't know), what are some HVQ you can use to figure it out?

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# Closing

- Thank you!



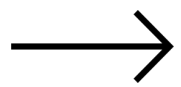
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**What questions do you  
have for me?**