

Target Recruitment Steps

Identify	Who is your target?
Differentiate	What do they want?
Interact	How can you reach them?
Customize	What is your message?

Identify Who is your target?

Differentiate What do they want?

Targeted recruitment approach:

We need to be innovative, creative, and flexible in our recruitment methods:

- Match the right person to the right position
- Support volunteers with infrastructure for training
- Breaking down the work differently
- Have co-chairs to attract reluctant executive members
- Ask for a (short) term commitment up front
- Offering the volunteer new ways of being involved
- Just change the way we do things
- Make it easy for people to say yes
- If we invite them to come in for one event, they will continue if they see that can contribute.

Other strategies that work:

- Get people on the board – with a job that has no responsibilities but gets them at the table and they don't have to take on a big project or chair a committee
- Ask them to join
- Give somebody who is already in your group more training. If they get more confidence they will take on more duties.
- Word of mouth/satisfied volunteers
- Most effective method – a happy volunteer
- Start within your own group – are there people who would benefit from doing more?
- Engage people – don't burn them out

Why do people volunteer?

- To help a cause they believe in (95%)
- To use their skills and experience (81%)
- Have been personally affected by the cause (69%)
- To explore one's own strengths (57%)
- To improve job opportunities (23%)
- People also volunteer to have fun and gain a sense of personal achievement.

Why they don't volunteer?

- Do not have the necessary time (69%)
- Unwilling to make a year-round commitment (46%)
- Give money instead of time (38%)
- Were not personally asked (37%)
- Already made a contribution to volunteering (22%)
- Did not know how to become involved (20%)
- Don't BELIEVE they have the time
- Television and computer time is going up – volunteering is going down

* Statistics from Motivations and barriers to learning – fact sheet from the National Survey of Giving, Volunteering and Participating (www.givingandvolunteering.ca/factsheets.asp)

Interact How can you reach them?	Customize What is your message?
<p>Strategies</p> <ul style="list-style-type: none"> • 8 - 10 times of contact to move a person to action • Public Service Announcements – use the media for stories • Image – we are a good organization – great place to volunteer • Everyone in your organization knows what you are recruiting for • Have a job description • Make contact with high schools (posters or morning announcements) • Articles in community newsletter • Library newsletter • Welcome Wagon • Satisfied volunteers <p>What groups might have something to give?</p> <ul style="list-style-type: none"> • Retirees • Students • Book club • History/genealogy • Other cultural groups and service clubs • Volunteer bureau/Speakers bureau <p>Who are we not appealing to now?</p> <ul style="list-style-type: none"> • New Canadians • Young parents • People who work full-time • Yuppies • Corporations • Functionally illiterate • People with mental health issues that we cannot accommodate 	<p>What do we offer volunteers?</p> <p>What motive can we appeal to? Volunteers feel they have something to give or something to gain.</p> <ul style="list-style-type: none"> • Social – meet other people and get out • Enjoy reading • Value - You visit your library • Love of libraries and books • Give back/contribute • Make connection with professionals (retired) • Community service – compassionate • Put it on a resume (young people) • Political aspirations – leadership experience • Public service <p>Recruitment methods that have worked:</p> <ul style="list-style-type: none"> • Feed them • Give and take – benefits of service • Bring a buddy night. Sponsorship of new members (offer free drink or meal). • Shuttle service to brings friends to • Invite people to come to coffee hour, to learn about new books and have a friendly time • Information night – got one person • Information talks – slip in need • Work with high school guidance counselors <p>Recruitment Tips</p> <ul style="list-style-type: none"> • Write clear, comprehensive job descriptions • Be honest about the position • Use the “targeted” versus “warm body” approach • Appeal to motivations and describe benefits • Show impact of volunteer participation • Tie into existing marketing practices • Make sure everyone knows what you are looking for • Use technology to recruit