

How to recruit new volunteers

Given volunteers are often the backbone of many community groups, it is so important that you know how to find new volunteers quickly. To help your group to do so, below you can find some general instructions regarding what you need to do to effectively recruit new volunteers.

Pre-recruitment

Before you start advertising that your group needs new volunteers, it is worthwhile carrying out the following steps:

1. Identify how many volunteers you are hoping to recruit.
2. Clearly define what volunteering role you're recruiting for as well as what skills, qualities or clearances the volunteer might need.
 - a. To help you to do so, we advise that you complete a Volunteering Role Description. You can find a Role Description template in the City of Wanneroo's Community Toolkit. Download the template by visiting:
www.wanneroo.wa.gov.au/communitytoolkit

Active recruitment

3. Identify what messages you need to communicate in order to get people to be interested in this volunteering role. The easiest way to do so is to apply a business mindset:
 - Think of yourself as a salesperson and the product you are selling is the volunteering role that you're recruiting for.
 - Consider what information will sell the 'product' (not only what the needs of your group are).
 - Think of your volunteer role as competing against other 'products'. For example, you are asking someone to choose your volunteering role instead of; a different volunteering role, spending time with family or friends, taking part in leisure activities, etc.
 - Define what will make your product (the volunteering role) a more attractive option than other products. This is your main recruitment message.
4. Choose which advertising options you are going to use to recruit for your volunteer role. Consider what options are going to be the most relevant to the type of person you want to recruit. You can find some of the easiest and free volunteer recruitment advertising options below.

Advertising option	Explanation
Word of mouth	<p>Ask everyone you know to spread the word that your group is looking for new volunteers.</p> <p>Ask the other members of your group and your current volunteers to do the same.</p>
Website	<p>If your group has a website, put a small article or notice on your webpage explaining that you're looking for new volunteers. Outline the specific volunteering role that you're recruiting for.</p>
Social Media	<p>If your group has a social media account, such as Facebook, share a few posts explaining that you're looking for new volunteers. Outline the specific volunteering role that you're recruiting for. Make sure the post:</p> <ul style="list-style-type: none"> • Uses eye-catching and happy images • Is colourful • Contains positive and exciting language.
Develop and share a small flyer or poster	<p>Once you have developed your recruitment flyer or poster display it at local sites (where permitted):</p> <ul style="list-style-type: none"> • Shopping Centre noticeboards • Cafes • Events • Churches
Contact other local groups, clubs and organisations	<p>Contact key community hubs such as Residents groups and associations, Playgroups and Sports clubs. Request that they please share through their own networks that your group is seeking new volunteers.</p>
E-newsletters	<p>Identify the various local newsletters that exist. Often these include newsletters published by:</p> <ul style="list-style-type: none"> • Churches • Schools • Retirement or lifestyle villages. <p>Contact these bodies and request that they place a small notice in their next newsletter that outlines that you're looking for volunteers.</p>

<p>Online volunteer recruitment search platforms</p>	<p>You can list the volunteer roles that you're recruiting for by signing up to Go Volunteer at www.govolunteer.com.au Go Volunteer is an initiative of Volunteering Australia and allows your volunteer-involving group to:</p> <ul style="list-style-type: none"> • List and display your volunteer recruitment ads- these will also be automatically listed on the Seek Volunteer platform and the associated smartphone app. • Create a profile about your group so that prospective volunteers can learn a little bit more about you. • Monitor the response you get from prospective volunteers. <p>Thousands of people visit the Go Volunteer site which means your volunteer recruitment efforts will be seen by more people.</p>
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5. Complete the Advertising activities table at the end of this document to fully plan your recruitment efforts.
6. Action your chosen advertising activities.
7. Reply to everyone that expresses interest in volunteering for your group. Even if the person isn't suitable for your volunteer role, you should always reply because this reflects positively on the reputation of your group. This can influence your future volunteer recruitment efforts.

Post-recruitment

8. Once you have selected the new volunteers that will join your group and are confident that they are suitable for the role, remove any recruitment advertising that you had placed.
9. Plan and deliver an induction to your new volunteer. You can find a Volunteer Induction template in the City of Wanneroo's Community Toolkit. Download the template by visiting: www.wanneroo.wa.gov.au/communitytoolkit

Planned advertising activities

Advertising option	Who will manage it	When does it need to be done	Other notes