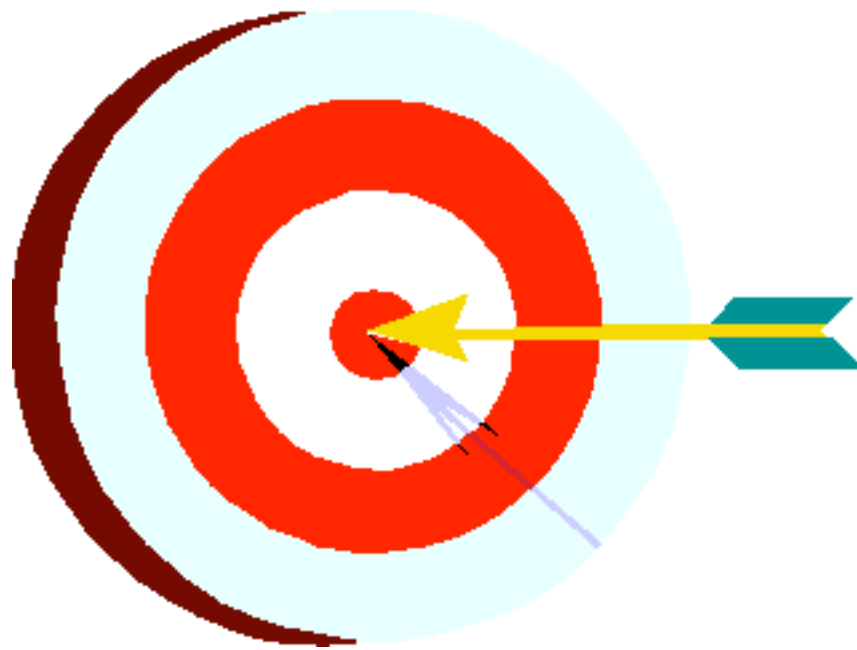


Effective Recruitment



presented by

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Recruiting Volunteers Note Sheet

Definition of Recruitment:

Recruitment Strategies and Uses

1.

2.

3.

4.

Advertising elements

1. Target audience

2. Motivational theme

3. Spokesperson or thing

Targeted Recruitment Steps

1. What is the job that needs to be done?
2. Who would *want* to do that?
3. What do they do instead?
4. Where can we find them?
5. How will we communicate with them?
6. What motivations are likely to move them to action?
7. What will we say to them?
8. Who will do it?
9. Close the deal.

Recruiting for Diversity: A Targeted Approach

1. Select specific target groups within the community. The more specifically the group can be defined, the more effective your campaign is likely to be. Examples of specific groups include, teenage black males, single Cuban women, retired Jamaican teachers. Each of these target groups may respond to a different recruitment message.
2. Determine where members of the target group can be found. What do they do instead of volunteering for your program? Are there businesses they patronize? Are there neighborhoods they live in? Are there clubs they belong to? Are there particular radio stations they listen to or newspapers they read? The answers to these and similar questions will help you determine where to concentrate your recruitment efforts and what means of communication you use.
3. Decide what medium of communication to use. Should we make a speech, put articles in the paper, hand out brochures, set up a booth, go door to door, hang up posters, or run public service announcements on the radio? This decision will be strongly influenced by your answers to the questions in item two. For example, if you determined that your target group frequents a certain club, you could arrange to speak to that club.
4. Identify some of the strong motivational needs of the target group. These might include needs such as belonging, power, respect, independence, or fame. Ask yourself, what the concerns of the group are. What are they upset about? What do they value? What causes them to take action? Some of these needs may be universal, and some may be specifically strong in that target group. If you are not sure what these needs are, consult with members of the group.
5. Determine what to say to them. How will you craft your message to speak to the motivational needs of your target group. What kind of statement of need will they likely respond to? What kind of job would they like to do? What kind of volunteer benefits would appeal to them? What fears will you need to address?
6. Once you have crafted your message, test it on a small group of representatives of the target group and incorporate their suggestions.
7. If possible, select someone to carry the message or act as a spokesperson to whom the target group can relate.