

Volunteer Recruitment



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Outcomes

1. Understand the key ingredients to recruit volunteers
2. Clarify the need for volunteers
3. Develop your plan of action

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Recruitment ingredients



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Volunteer Trends

- 13.2 million Canadians volunteered in 2010 (47% of population)
- Canadians aged 15-24 volunteer the most of any other age group (58% of them), but those aged 65 and older volunteer the most hours annually, about 223 each year
- The number one motivation for volunteering is to “contribute to my community,” while the second most common motivation is having the opportunity to gain or apply skills and knowledge to a volunteer task.
- Almost 60% of respondents indicated that they were recruited by directly contacting an organization they were interested in about opportunities. They were proactive in their search to volunteer, and specific in their selection of an organization.

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Broader range of volunteer opportunities

- Broader, enriched opportunities
- Beyond fundraising
- More direct impact, working with people

= more desirable roles, easier to recruit for

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Meet Joel

Dr. Joel Frey aka
the “Recruitment Machine”

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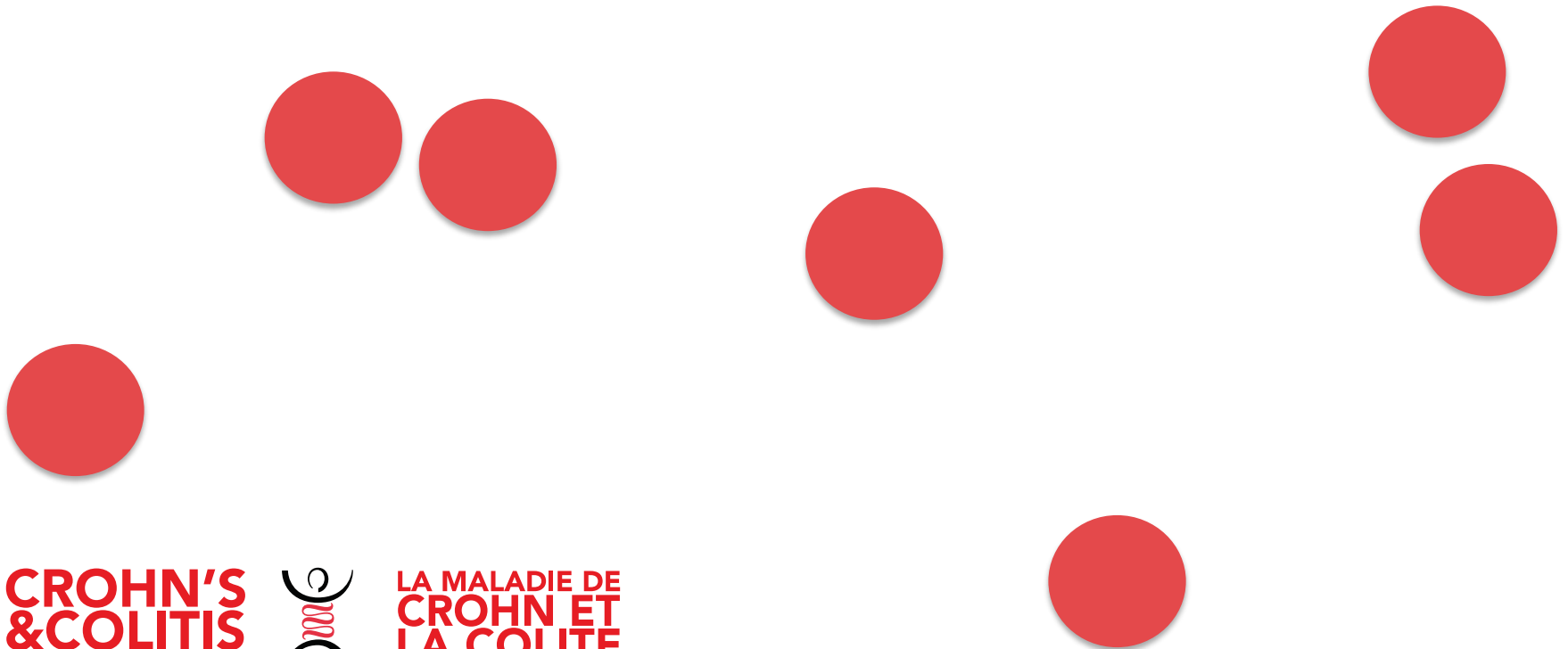
Table Discussion

1. Discuss at your table the volunteer recruitment strategies utilized in your region
2. Brainstorm your needs for volunteers
3. What tools are required to recruit volunteers?



Table Discussion

Top 5 things you and your peers can do to improve volunteer recruitment



Resources you can use

- New volunteer recruitment buckslips
- New volunteer business cards
- New Volunteer Application Form and website content
- New posting process on 2 national sites
- Giving Tuesday focus on Volunteer Engagement

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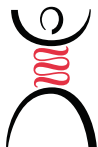
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Thank you and next steps

- After today, here are 4 things you can do to improve volunteer recruitment in your community:
 - Tell/email your core volunteer peers about your GUTS2014 experience
 - Brainstorm new and interesting ways we can involve volunteers locally and discuss with your local staff partner
 - Focus on Giving Tuesday (Dec. 2) as a goal to get momentum going!
 - Be in touch with Joel and Erin as resources to help you

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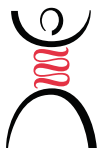
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Joel's parting words...



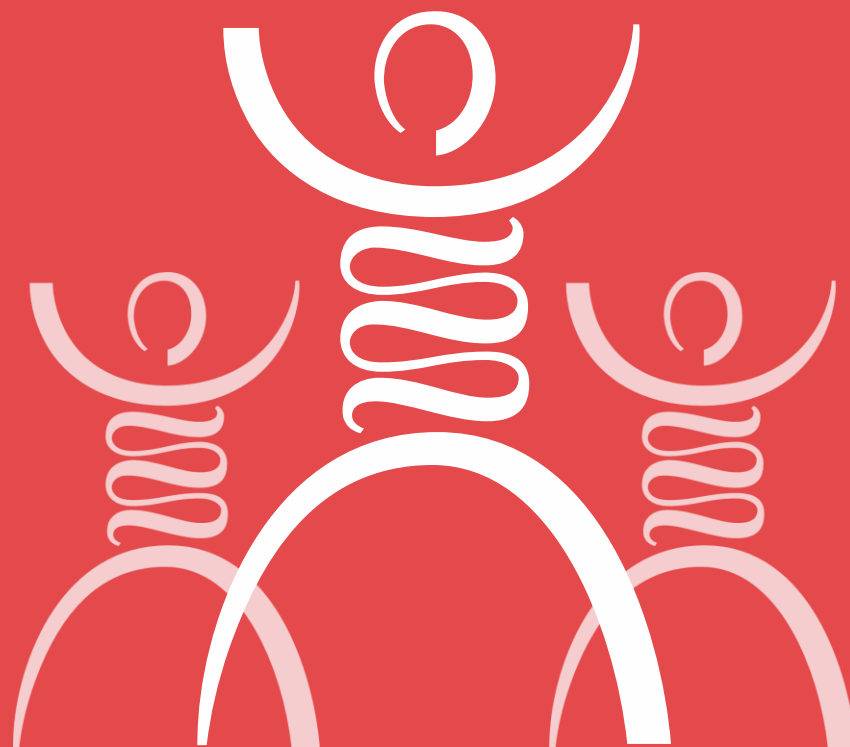
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