

GUTS2014

Volunteer Recruitment Session Notes

Ideas generated by groups on ways to improve Volunteer Engagement locally fell into a few key themes or categories and have been consolidated into one list.

1. Volunteer recruitment ideas

- use the CCC website and online volunteer application form
- symposia and other events
- following up post-event to say thanks and invite them back
- social media, use Chapter Facebook pages more, post content from National page
- have a booth at Gutsy Walk and other CCC events to promote other volunteer opportunities
- collect emails/contact info for anyone who shows up if they haven't completed an online application form
- job specific recruitment- who's the best fit and where to find them?
- defining roles available for volunteers, have ideas ready based on upcoming activities
- awareness within community of CCC, making contact early on
- high school recruitment, speak with Guidance counsellors at schools
- local Volunteer Centres
- local Service Clubs ie Lions, Rotary, etc
- Colleges and Universities have lots of clubs looking for activities to do
- use the new volunteer recruitment buckslips
- connect with local staff person to submit requests for posting roles on CharityVillage and GetInvolved.ca
- use the new volunteer business cards to share information about getting involved
- be clear- are they wanting to volunteer or asking for help? Timing the recruitment ask makes a difference and can lead to volunteers if we help first and ask second
- bring a friend, bring your family
- recruit at work, does your workplace have volunteer days?
- have a designated Volunteer Engagement Lead in your Chapter and/or for local events
- attend free networking events with the local BIA or Chamber

2. Volunteer recognition activities

- thank you notes or phone calls
- appreciation of all volunteers all levels, keeps them coming back
- volunteer appreciation nights
- training and support
- idea sharing and networking with others
- make it FUN!
- potlucks as thank yous

3. Improved volunteer matching/screening ideas

- task assignment- be clear about what's needed and what's being asked of them
- keep it simple
- tread lightly at first, but still connect with them
- don't throw someone new into the deep end!
- find out info about potential volunteers ie interests, how they got connected, what's important to them
- ask potential volunteers their expectations and interests to help find a good fit
- ensure you contact volunteers of all levels of involvement, # of hours, day of. Maintain contact, what did they get out

of volunteering?

-be organized, job description, point of contact, giving meaning to the position

4. **Chapter related ideas**

-separate business side of Chapter meetings from networking/social support side. Can be a turn off to new people if it's all business and not welcoming.

-look at options like Newly Diagnosed Nights to invite those looking for support/information

-look at having introduction or orientation sessions with newly screened volunteers

-have events and activities posted on CCC website events calendar

-use PSA (public service announcement) ads in local papers to promote things

-have plan of events/activities for year to allow for early recruitment where possible

-offer lunch and learns with companies, attend Health Fairs to promote Crohn's and Colitis education materials

-do more education events, invite guest speakers

-connect with local GIs and clinics to promote Chapter as a resource

-have CCC materials available at every Chapter meeting for new drop ins, welcome package