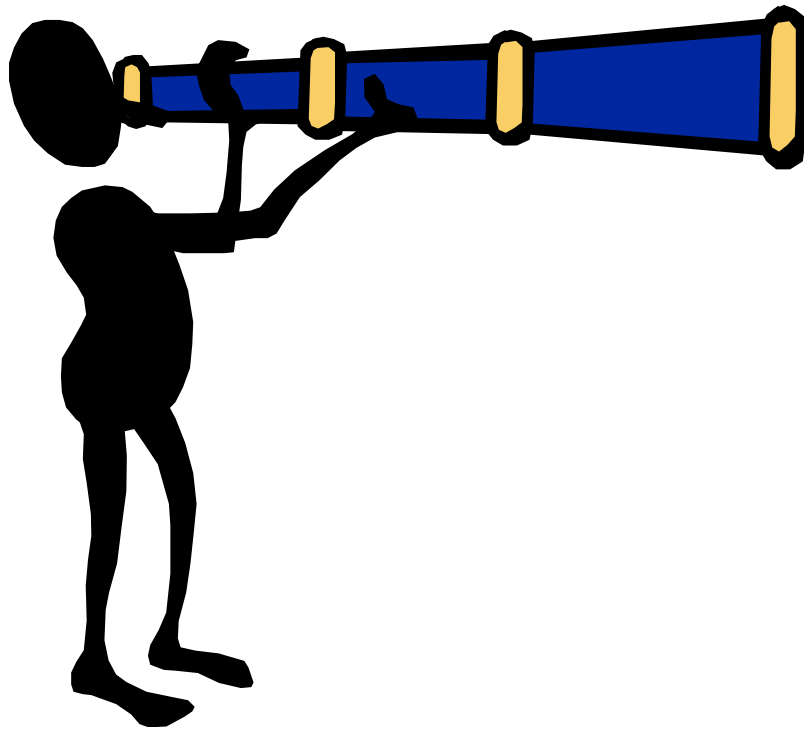


# Recruitment



### 3. Recruitment

#### What is Volunteer Recruitment?

Recruitment is the process of finding people to do the volunteer roles you have identified for your site or program.

Volunteering is an opportunity. You are offering volunteers a chance to:

- Make a difference;
- Support and improve their community; and
- Grow and develop as individuals.

Consider what you have to offer.

- What are the strengths of your site or program?
- What type of volunteer opportunity are you offering?
- What kind of service do you provide to volunteers?

Many people are looking for a chance to participate and you are the doorway to involvement!

**The best recruitment strategy is to make sure that each and every volunteer has a great experience.** If you design roles that are demanding, creative or sophisticated, you will attract volunteers that are interested in that type of work. The goal in recruitment is to show individuals where they might best contribute their special talents and skills to your program.

#### Why Do People Volunteer?

People choose to volunteer to:

- Feel needed;
- Share skills;
- Get to know a new community or neighborhood;
- Help someone;
- Earn academic credit;
- Do something with a friend or family member;
- Make new friends;
- Explore a career;
- Demonstrate a commitment or cause;
- For Fun!
- Maintain skills;
- Be part of a team;
- Learn something new;
- Because they were asked; and (or)
- Support a cause or problem.

## **What are Some Barriers to Volunteering?**

Common barriers to volunteering include:

- No public transportation;
- Poor parking;
- Work is repetitive, physically difficult, or taken for granted;
- Schedules do not match;
- The actual and hidden financial costs of volunteering. (For example, dependent care, appropriate clothing etc.); and
- Fear the work will be too difficult.

## **What are Ways to Reduce the Barriers?**

- Arrange car-pooling for volunteers.
- Can the location or the time of the volunteer work be flexible?
- Can the work be modified so it is more manageable?
- Can you offer training and support so the volunteer is more confident in his or her work?
- Provide enabling funds.

The WRHA has implemented policies to provide parking and mileage expenses for volunteers. For those volunteers who use public transit, the cost of purchasing bus tickets will be reimbursed. Original receipts for all expenses are required and are to be submitted to Finance using the appropriate expense form(s). The Manager of Volunteer Services must approve expense requisitions.

You will not always be able to overcome the barriers for involvement for some activities. If you are unable to utilize a potential volunteer in your program, refer the individual to another WRHA program that may be more appropriate, to other organizations or to Volunteer Manitoba.

## **Where Do I Look for Volunteers?**

- Schools;
- Churches;
- Clubs;
- Work; and/or
- At home.

Your ability to identify where to find prospective volunteers is at the heart of successful recruitment. The following steps will help you.

- Concentrate on one activity description at a time;
- For each volunteer activity brainstorm potential sources of people having the skills and qualifications you are seeking.

**Who are you seeking?**

- Age group
- Gender
- Socio-economic group
- Occupational status
- Personal goals
- Attitudes towards volunteering

**What message will motivate them?**

- Personal growth
- Challenge
- Making a difference

**When and how will you approach them?**

- Personal contact
- Library
- Classified ads
- Public service announcements
- Bus ads
- Virtual/electronic volunteer sites

Start with sources that attract you, if you feel comfortable making your recruitment appeal, you will be more effective. Identify:

- Places that are geographically close;
- Sources that linked to you in some way;
- Identify staff, volunteers, friends who have an inside contact at any of these sources; and
- A source that is appealing to you for personal reasons.

For each potential source of volunteers select the most appropriate technique to communicate your message.

If you are not communicating with the right target audience for your needs, you are wasting your time!

**You Know Your Community!**

Take advantage of your activity in the community and your awareness of the resources available to you. At a local level, your knowledge about schools, business and churches in your area can be used to recruit volunteers. You have an opportunity to “sell” the volunteer activities for the WRHA. It is important to share your volunteer needs with other staff and volunteers so they can assist with the recruitment process through their networks. The message you are trying to convey is that WRHA is worth the volunteer’s time and effort.

## **Recruitment – Doing it!**

Some recruitment efforts elicit immediate reaction from volunteer applicants. Don't be daunted by an initial lack of response. Recruiting volunteers is a process of “sowing seeds”. Give your outreach efforts a chance to take hold. It will amaze you to see how long people hold onto organizational brochures or your phone number. When they are ready they will seek you out or they will pass along the information to other people. Time is on your side.

The following recruitment methods are used most often for the WRHA.

### **Volunteer Centres**

The WRHA uses the services and resources of Volunteer Manitoba. The volunteer centre prefers to have a designated contact from WRHA: this is the Manager of Volunteer Services.

### **General Recruitment**

General recruitment techniques include the following:

- Advertising through community newspapers, posters, brochures, public service announcements etc.;
- Postings in community health offices;
- E-mail distributions; and
- Information on the WRHA web site.

### **Targeted Recruitment**

In targeting your recruitment to the volunteer activity, identify individuals who:

- Want to use a particular skill set;
- Support your “cause”; and/or
- Want to work with a particular client group.

**The Manager of Volunteer Services will work with sites/programs to identify strategies and best approaches to recruiting volunteers based on approved activity descriptions.**