



Volunteer Center

United Way of Volusia-Flagler Counties

Volunteer Recruitment Strategy

Part One – Identifying your needs

Name of project/program: _____

Describe specifically what the volunteers are needed for (include position descriptions if applicable):

Number of Volunteers:

How many volunteers are necessary for the project/program to be a success?

Minimum: _____ Maximum: _____ Ideal: _____

By what date must the volunteers be secured? _____

Time Frame

When does the project/program occur?

Day(s) of the week: _____

Time of day: _____

How long is the project/program in length? (per occurrence) _____

If more than one occurrence, how long is the entire project? Does it have an end date?

Is this an ongoing project/program (no end date)? _____

Is there a long-term commitment required? If so, what is it?

Special Qualifications

Please list any special qualifications required:



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Please list any special skills/interests desired:

List any professional skills/interests that volunteers may develop or utilize by participating in this

Project: _____

What age range is appropriate for this project/program?

Location

List the location of the project (be specific):

Is the location easily accessible by public transportation (list options)?

List any nearby companies, churches, schools, community centers that can be used as a resource to recruit volunteers:

Additional Information:

How have you or others previously recruited volunteers for this project/program?

Give any other relevant information:

QUALITIES OF A GOOD RECRUITMENT MESSAGE:

- The opening message should be interesting enough to entice the potential volunteer to consider volunteering for the organization.
- The body of the message should present information in an order that psychologically matches how people will think about the offer.

Need: Is there a problem?

Solution: Can this job help solve it?

Fears/Questions: Can the prospective volunteer help with the job?

Benefits: What's in it for the prospective volunteer?

Contact Point: What steps does the potential volunteer need to take to get involved?