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## 50 Ways to Recruit Volunteers

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1. Place a newspaper ad (Sunday is the best day).
2. Create a public service announcement for radio or television.
3. Schedule your volunteers to appear on broadcast talk shows.
4. Contact area newspapers to write about your program.
5. Hold volunteer recruitment parties at your offices or site.
6. Hold open lunches or bag lunches.
7. Hold Invitational lunches.
8. Give presentations to community groups.
9. Be on the emergency speaker's list of local community groups.
10. Share your needs and programs before the local community boards.
11. Send out flyers.
12. Put flyers on "key posting areas" around town.
13. Put flyers in appropriate shops.
14. Post ads or flyers where likely volunteers congregate:
  - Supermarkets
  - Community and senior centers
  - Churches and synagogues
  - Unemployment offices
  - Libraries
  - Tenant associations
15. Encourage volunteers to recruit friends.
16. Prepare a film or slide show about your organization.
17. Start a speaker's bureau (volunteers trained to give presentations for you).
18. Pass out recruitment brochures.
19. Contact local resources:
  - SCORE (Service Corps of Retired Executives)
  - Volunteer bureaus
  - AARP (American Association of Retired Persons)
  - NRTA (National Retired Teachers Association)
  - NCVA (National Center for Volunteer Action)
  - Junior leagues
  - Junior chambers of commerce
  - Service clubs (Rotary, Elks, Optimists, etc.)
  - AAUW (American Association of University Women)
  - League of Women Voters
  - RSVP (Retired Seniors Volunteer Program)
  - Scouting organizations

## 50 WAYS TO RECRUIT VOLUNTEERS (CONT'D)

20. Put ads in membership newsletters.
21. Referrals from local politicians.
22. Recruitment booths at local schools and street fairs.
23. Telethons.
24. Recruit with personal letters from your volunteers to candidates.
25. Hold recruitment teas or dinners.
26. Recruit through telephone outreach.
27. Contact local unions.
28. Reach out to public relations or corporate communications people at local companies about including a call for volunteers in their newsletter.
29. Contact local corporations about donated executives and “release time” for employees who volunteer.
30. Contact professional societies.
31. Ask other organizations how they recruit volunteers and follow their examples.
32. Hold recruitment drives with other organizations.
33. Ask your staff, friends, clients and family for recommendations.
34. Contact realtors for candidates new to the neighborhood.
35. Create bumper stickers.
36. Hold presentations at condominium or homeowners association meetings.
37. Host a volunteer fair with other nonprofit agencies in your area.
38. Offer to do a luncheon seminar on volunteerism for area companies’ retirement programs.
39. Ask grocery stores to stuff information about your group in bags.
40. Ask local companies to include information about your company with their invoices.
41. Have clear job descriptions and responsibilities on-hand for volunteers.
42. Follow-up immediately with individuals who express an interest in volunteering.
43. Identify a contact person to help volunteers with questions or issues.
44. Ask current volunteers to recommend a friend or colleague.
45. Provide proper training for volunteers.
46. Find out what the volunteer’s area of interest or strength is and try to match him or her with appropriate activities.
47. Contact local service business owners and ask them if they have a pro bono (work done for free for a cause) program.
48. Speak to your local cable station about doing a program on your area/site.
49. Contact local web-based businesses and ask them to post banner ads.
50. Create a volunteer section on your website.