

Recruiting Volunteers

➤ Before Recruitment

- Know what you want the volunteers for
- Have you got adequate procedures and a volunteer policy in place?
- What support should you give them and can you deliver this?
- Are any paid staff aware of why you are recruiting volunteers?
- Take a good look at your recruitment literature.

➤ Finding Volunteers

- **Word of mouth** – the most cost effective and successful method
- **Posters** – target where you place them. Possible places include: schools and colleges, libraries, town halls and other public buildings, GP and dental surgeries, sports and leisure centres, religious centres, shop windows / notice boards, bars/pubs / clubs, job centres and post offices
- **Volunteer Centre** – register your opportunity with your local centre
- **Talks and presentations** – use visual images where possible and consider asking one of your volunteers to talk about their experiences of working with you
- **Events** – either your own events or have an exhibition stand at other appropriate events.
- **Local press and radio** – not necessarily the main newspapers, there are also company newsletters, trade and professional journals, the black press such as “The Voice”, the gay press such as “The Pink Paper”
- **Local companies** – also consider giving them one-off “challenges”.

➤ Diversity in Recruitment

Recruiting by word of mouth may mean that you get “more of the same” as existing volunteers will tend to recruit people similar to themselves. Try to encourage everyone to think wider.

- **Disabled people** – say that you are keen to welcome people with disabilities.
- **Young people** – volunteering gives an unparalleled opportunity to gain experience.
- **Older people** – a wealth of experience (and perhaps more time).
- **Unemployed people** – they do not need to put their benefits in jeopardy and can gain further experience, enhance their CV and it helps them to remain in touch with the world of work.

This information sheet is part of a series produced by Norfolk Information, a partnership of second tier organisations supporting the voluntary and community sector in Norfolk.

We have taken all reasonable steps to ensure that this information is current and accurate. We cannot, however, guarantee its accuracy or completeness and therefore cannot accept liability for your acting, or failing to act, upon the information given.

For resources, books, ideas and useful information please contact West Norfolk Voluntary and Community Action on 01553 760568 or email info@westnorfolkvca.org