

Recruitment Plan

Organisation:

Project:

Volunteer Role:

Date:

Before you start recruiting, have you
answered all these questions...?

VOLUNTEER
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Recruitment Plan for Volunteers

Before beginning to recruit volunteers answer the following questions:

1. Why does the organisation want to involve volunteers?
2. What does the organisation want volunteers to do?
3. What qualities/skills does the organisation want the volunteers to have?
4. How will the organisation find volunteers?
5. How will the organisation select which volunteers they want?
6. How will the organisation manage the volunteers after selection?

Remember – Avoid going public until the plan is done

Key questions when planning a recruitment plan

Remember you are ‘selling’ your organisation to potential volunteers. Some things to consider are:

1. What is the task?
2. Who would want to do it?
3. What do they do instead?
4. How do we communicate with them?

Getting Started

The attached pro-forma will assist you to draw all this information together into a volunteer role description and volunteer specification. The role description will focus your thoughts on what you want volunteers to do and the person specification will help you decide what skills and abilities the volunteer should possess.

Volunteer Role Description

Role title: _____

Main purpose: _____

Questions/issues

Notes

- 1. What?**
List all tasks in order of priority, identifying any client/user group the volunteer will be working with.
What might be difficult or unpleasant?
- 2. When?**
Set times or flexible? Hours per week?
Day, evenings, weekends? Short or long term involvement?
- 3. Where?**
Include everywhere the volunteer will be expected to go.
- 4. With whom?**
Will volunteer work alone or with other volunteers or paid colleagues?
- 5. Support, supervision, training**
Who will support/supervise the volunteer?
What training, support, supervision will be needed?
- 6. Expenses etc**
What expenses do you offer? Travel, telephone, stationery, meals etc? What else do you offer to help volunteers to carry out their role, e.g. childcare?
- 7. What the role offers volunteers**
Make two lists – what the role does and does not offer. A challenge? Friendship? A chance to change things? Personal development? Training? etc

Volunteer Specification

Role title: _____

Main purpose: _____

Questions/issues

Notes

- 1. What?**
What skills, experience, attitudes, etc., are needed? What is needed to work with clients? Physical requirements? Qualities to cope with difficult aspects?
- 2. When?**
Minimum/maximum time commitment? How important is reliability? and flexibility?
- 3. Where?**
Does volunteer need own transport, or be willing to use public transport? Access requirements?
- 4. With whom?**
What special requirements arise from working alone or in a team? Initiative? Team skills?
- 5. Support, supervision, training**
What is expected in terms of e.g. willingness to ask for support or attendance at supervision or training?
- 6. Expenses etc.**
Does the volunteer have to fill in forms to claim expenses? Are you expecting people to be out of pocket?
- 7. What the volunteer wants from voluntary work?**
You can not fill this space in advance – it is up to the volunteer!

Selling your volunteer role

People look for different things in a volunteering experience. Your Recruitment Campaign should give a snap shot of the benefits of volunteering that will appeal to a range of people. If you have a very specific role then you may find targeted recruitment more effective ie put adverts up/do talks in specific places that will attract the attention of a specific range of people. For example, if you are looking for people with knowledge of/interest in working with young people one strategy might be to recruit from child care/social work/counselling courses at the local colleges.

Keep it short and sweet – and remember to **SELL** what opportunities, training, skills development, social events and support the volunteer will get. Volunteering is a two-way process! Your recruitment campaign should also reassure people's fears. For example, over commitment, financial worries, fear of training as have been out of education for years.

Selling a Volunteer Role

Example wording:

Role: Youth Leader

Main sell:

'Want to be an *invaluable* part of a *fun, committed* and *lively team* ? Want to develop **new skills** in working with young people or **practice existing skills** ?

We offer **fun** ☺ , **relaxed training**, a chance to **meet new people**, **great support** and **pay out-of-pocket expenses**.'

Further details:

'Presently, Youth Leaders meet Wednesdays 6.30- 9.30pm with occasional planning meetings approximately once every two months. We are flexible and supportive of volunteers who have caring commitments.'

If interested: you have to make it easy for a potential volunteer to get in touch:

'Curious? Contact our friendly co-ordinator James for more details: Tel 028_____, drop him an email at james@ _____ or pop in and see him at _____.'

How you present this information is up to you. Is it a poster, a recruitment talk, stand, flier etc? The layout, catchy heading, pictures used, colours, enthusiasm of the presenter (if a talk) will all impact on how you grab the attention of the potential volunteer.

Selling your volunteer role

List the benefits of the specific role you want to recruit for. What support, training, fun and laughs, personal development, flexibility and experience does the role offer?