

# 7 Keys to Finding and Keeping Valuable Volunteers, Part 1

## Presented by Michele Baker, CVA

### Worksheet for KEY 1 – Assess the need for volunteers

*In teams of 3-4 people, brainstorm a list of 20 or more ways volunteers could extend, expand, or create programs in your nonprofit.*

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## **Worksheet for KEY 2 – Use volunteer position/assignment descriptions**

*From one of the volunteer tasks generated in the previous exercise, design a dynamic and exciting volunteer position description with a catchy title.*

**Resource:** Sample volunteer position description

Catchy title:

Purpose or objective:

Location:

Key responsibilities:

Qualifications:

Time commitment:

Training/support provided:

Benefits:

Supervisor and contact info:

### **Worksheet for KEY 3 – Craft well-designed recruitment messages**

*From the volunteer position description you just wrote, brainstorm a message that would appeal to this position's ideal candidate. Remember the 5 W's (who, what, when, where, why) and 1 B (benefits).*

Catchy title (transfer from Worksheet for KEY 2):

Who, what, when, where, why:

Benefits:

### **Worksheet for KEY 4 – Use a variety of recruitment methods**

*Part 1 → Think about each of the three broad motivations for volunteers. What can your organization do with existing resources to recruit each type?*

**Resource:** What's Your Motivation? (QUIZ + Score Sheet)

**Resource:** What's the Motivation: Recruitment and Recognition Strategies for Achievement-, Affiliation- and Power-Motivated Volunteers (Chart)

Strategies for recruiting Achievement-motivated volunteers:

Strategies for recruiting Affiliation-motivated volunteers:

Strategies for recruiting Power-motivated volunteers:

*Part 2 → Choose a partner and role play a personal ask with a potential volunteer. Swap roles so each person has an opportunity to be the interviewer and the volunteer.*

**TIP:** Using the recruitment message you just designed, allow the “recruiter” to talk through the position with the potential volunteer. Get excited – you want this person on board!

*Part 3 → Brainstorm a list of 15 or more places, ways, or strategies to get your recruitment message into the pathway of your ideal volunteer (NOTE: do not edit this list – even crazy ideas may yield surprising results!)*

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**All handouts, notes and resources (including the PowerPoint Presentation) can be found on the DOVIA website at this page: [http://doviams.org/?page\\_id=949](http://doviams.org/?page_id=949)**