

Volunteer Recruitment

The purpose of this quick guide is to outline effective strategies for recruiting volunteers.

Recruiting volunteers

The first step in recruiting volunteers is to ensure you, your team and your organisation are all in agreement about bringing volunteers on board. These questions can help guide your thinking:

- Why are you recruiting volunteers?
- What roles could they undertake?
- How could they add value to your organisation?
- What are the benefits to the volunteer?

Recruitment strategies

Targeted recruitment

Targeted recruitment is when you target specific communities, skills or cohorts to join your organisation. Connect with community groups such as disability, multicultural and First Nations organisations to promote volunteering opportunities. You can let organisations know that volunteering is for everyone. It is a way to diversify your volunteer team and bring new perspectives and skills.

Word of mouth

Word of mouth is one of the most effective recruitment strategies, ask your current volunteers to share their positive experiences with friends and family. Have a 'refer a friend day' where a friend can join a volunteer for the day to find out more about volunteering at your organisation.

Recruitment strategies (continued)

Social media

Adding regular updates and advertising volunteer opportunities through social media is a great way to connect with a wider audience. Personalise posts with recorded messages from the CEO or current volunteers, about the benefits of volunteering with your organisation.

Connect with schools and universities

Volunteering is a great way for students to gain valuable skills and connections for future employment. Promote at schools and universities via flyers, newsletters, exhibitions and online notice boards.

Connect with employment agencies

Volunteering is a way for people who are unemployed to gain valuable skills and connections for future employment. Building confidence through experience is also a great benefit.

Host an open day

Welcome prospective volunteers to showcase what you do, either in person or virtually. It's an opportunity to share more information about your organisation, the role of volunteers in supporting the values and mission of your organisation and the types of roles available.

Be creative:

Capture a wider audience by providing greater opportunities and be flexible. Virtual volunteering is one option for people with limited availability or mobility. Administration, marketing, graphic design and research are all roles that are well suited to this. Also offering short term or project-based opportunities can attract students that have limited time to commit.

Recruitment tips

- Have a point of contact for volunteer recruitment, who can respond to queries and follow up information
- Provide enough information upfront about the role and expectations
- Be flexible in the roles that are offered
- Make recruitment process steps clear
- Harness enthusiasm by being prompt in responding to applications
- Information should be easily understood, accessible and available in a variety of formats
- Ask for feedback on your recruitment processes to keep improving

Acknowledgement

This document includes excerpts reproduced by kind permission from Rosterfy, Volunteering Victoria & Volunteering Australia



The seven State and Territory volunteering peak bodies acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea, and community. We pay our respect to Elders past and present.

Funded by the Australian Government Department of Social Services.



Australian Government
Department of Social Services