



Volunteer recruitment | How to attract volunteers

Tips and ideas to get more volunteers for your organisation or group

Focus on your target

- Keep the focus on your organisation, its mission (purpose), and the benefits of volunteering with you.
- What values and needs do your potential volunteers want from your organisation?

What incentives do you offer?

- Volunteers need a reason to give their time and energy to your organisation. Recognise volunteer work and show how their work makes a difference to someone else or to the community.
- What can people gain by giving their time to your organisation? For example: learning new skills, opportunities to meet others, pathways to employment, etc.
- When you advertise, let people know what these are.

Be memorable

- Spread information about your organisation widely, your mission statement (purpose) and what you do. Make it something people remember.
- Be active in your community. Consider partnering with others for events, open days, etc.
- Build and promote a respectful and positive working environment for everyone.
- Consider having branded gear (e.g. pens, t-shirts, caps) with your logo on it.

Use current volunteers

- Who better to tell about the volunteer experience than the volunteers?
- What networks, friends or family do your current volunteers have?
- Bring a friend day or have a morning tea so people can learn about your organisation.

Get creative

- Use a range of ways to promote your work, including social media.
- Create a fun recruitment video to use on social channels.
- Brainstorm ideas with your current volunteers and see if they can help.

For more information, visit:

<https://volunteering.freshdesk.com/support/solutions/articles/51000295379-recruiting-volunteers>