

## **Good Recruitment Practices**

Be constantly looking for volunteers, wear your name badge, shirt with company logo, hat, etc. This generates questions in public.

Be passionate in recruiting volunteers. I could never recruit for a program I didn't believe in.

Be easy to contact!

Carry your business cards and have them HANDY to give out. Nothing ruins that initial contact more than someone either not having their card or having to spend time looking for it. That says a lot about you. If you have it handy then they may not realize it, but it shows your own interest and dedication.

Learn small things like wearing a name badge on the right top shoulder, not the left which is where most people wear theirs. If it is on the right when you shake someone's hand they can easily read it.

When you are out recruiting you don't have to give out every piece of information about your organization. Give them a little tease and then let them be hungry. It reminds me of the old movie saying that a lady always knows when it is time to leave. Always know when it is time to move along.

Pay attention!

Pay attention when you go to a store or a busy place where you need help from someone. Do you like it when people make you feel that you are the only person in the world? Or could care less about if you lived or died?

Seems like an easy answer but you must practice it to be good at it.

Talk a little about your service area and the people or things you serve or assist. The number of counties and square miles our organization covers are one piece of info I use to draw attention and get the potential volunteer to realize what a large area we cover and how many people we serve.

Be friendly!

Remember to have friends you must be friendly. You will lose volunteers from something as simple as their believing you have slighted them in some way, ignored them or been rude. Make sure when volunteers or potential volunteers are around you must be at your best.

If you find someone who can possibly be a donor or represents a large corporation or business, pass that info on up the ladder. Recruit them as volunteers but also allow them the privilege to give too.

Believe enough in your own organization to give to it yourself. Many people who work for non-profits never give one dime back to that organization. This is a sad state which says to me they are not interested enough to help.

Give out information and let them think about it. You will gain many more long-term volunteers this way. Quick recruitment and hard sell just does not work on volunteers. Respect them and they will respect you and your organization.