

Working with volunteers

Best Practice 6 Reaching out beyond the circle

How do you recruit your volunteers?

Simply saying “We need help!” isn’t a very effective way to recruit volunteers.

Before your group asks people to get involved, think about what you need people to do and what volunteers would like to do. Write job descriptions that reflect these tasks and then let people know what jobs are available and what skills you are looking for.

There are many ways to get the word out. Try targeting places that your ideal volunteers are likely to work or play. If you are recruiting for sports coaches, spread the word through other sports organizations or post notices at local gyms. If you are looking for literacy tutors, perhaps you could put your message on free bookmarks at the library! By reaching out beyond your usual circle of members and volunteers, you will bring in people that reflect the diversity of people your group serves.



Dawne Mitchell

This is one of a series of ten best practices on volunteer management based on the Canadian Code for Volunteer Involvement (CCVI).

Call 456-4304 or email info@volunteerbureau.yk.ca for more information.

