



Volunteer Recruitment

Why do people volunteer?

- ❖ To help a cause they believe in
- ❖ To support a cause that has personally affected them
- ❖ To use their skills and experience
- ❖ To explore one's own strengths
- ❖ To improve job opportunities

What groups might have something to give?

- ❖ Retirees
- ❖ Students
- ❖ Parents of children involved in library programs
- ❖ Book clubs
- ❖ Other cultural groups and service clubs

What do we offer volunteers?

- ❖ Chances to give back to the community
- ❖ A shared love of libraries and books
- ❖ Opportunities to make connections with professionals
- ❖ Leadership experience
- ❖ Fun events for socializing

What are some strategies for attracting potential volunteers?

- ❖ Cultivate the organization's image – make sure people know its mission, goals, etc.
- ❖ Build a presence on multiple social media platforms (Facebook, Twitter, Instagram, etc.)
- ❖ Word of mouth – satisfied volunteers will tell their family and friends
- ❖ Public Service Announcements
- ❖ Host information nights/talks
- ❖ Make contact with high schools and work with guidance counselors
- ❖ Articles in community or library newsletters

What are successful recruitment methods?

- ❖ Write clear, comprehensive job descriptions
- ❖ Be honest about the position
- ❖ Appeal to motivations and describe benefits
- ❖ Show the impact of volunteer participation
- ❖ Ask for a short term commitment up front

What should you do once you've recruited volunteers?

- ❖ Make all volunteers feel welcome and valued
- ❖ Match the right person to the right position
- ❖ Support volunteers with infrastructure for training
- ❖ Offer the volunteers new ways of being involved