

Volunteer Recruitment

June 11, 2010

Presenter



Christine Franklin
President BoardMatters

Moderator



Magda Hageman-Apol
MOWAA

VOLUNTEER RECRUITMENT

Finding the Best Volunteer Job for
Today's Young Volunteers



OBJECTIVES

Learning how to set the stage

Understanding generational differences



OUR AGENDA

- ❖ Your volunteer friendliness
- ❖ Generational distinctions
- ❖ Building infrastructure
- ❖ Job designs
- ❖ Recruitment tips



Volunteer Resource Practice Inventory

- What practices were “don’t know’s?”
- What practices were “no’s?”



BIRTH YEARS

**1922-1945 Traditionalists, Veterans,
Silent Generation**

**1946-1964 Baby Boomers, The
Sandwich Generation**

**1965-1980 Gen Xers, Generation
Xers, Xers**

**1981-2000 Millennial's, Gen Y,
Nexters**



Generational Distinctions

	Traditionalists	Baby Boomers	Gen Xers	Millennials
Life Attitude				
Life Priorities				
Clothing Preferences				
Career Paths				
Relationship with others				
Recognition Preferences				
Response to Feedback				
Communication				

Work Ethic & Values

Traditionalist	Baby Boomer	Gen X	Millennial's
<ul style="list-style-type: none"> •Hard working •Respect authority •Sacrifice •Duty before fun •Adhere to rules •Work is an obligation 	<ul style="list-style-type: none"> •Workaholics •Work efficiently •Crusading causes •Personal fulfillment •Desire quality •Questions authority •Work is an exciting adventure 	<ul style="list-style-type: none"> •Eliminate the task •Self-reliance •Want structure and direction •Skeptical •Work is a challenge and a contract •Values diversity 	<ul style="list-style-type: none"> •What's next •Multi-tasking •Tenacity •Entrepreneurial •Tolerant •Goal-oriented •Work is a means to an end and fulfillment

Off The Cuff

- Recruitment →
- Job design →
- Interviewing, screening & placement →
- Orientation & training →
- Recognition →
- Building the infrastructure →
- Supervision →
- And maybe: performance review
developing career paths



Preferable

- Build the infrastructure
- Create the job designs
- Recruit
- Interview, screen & place
- Orient & train
- Supervise
- Recognize
- Review performance
- Have volunteer career paths ready



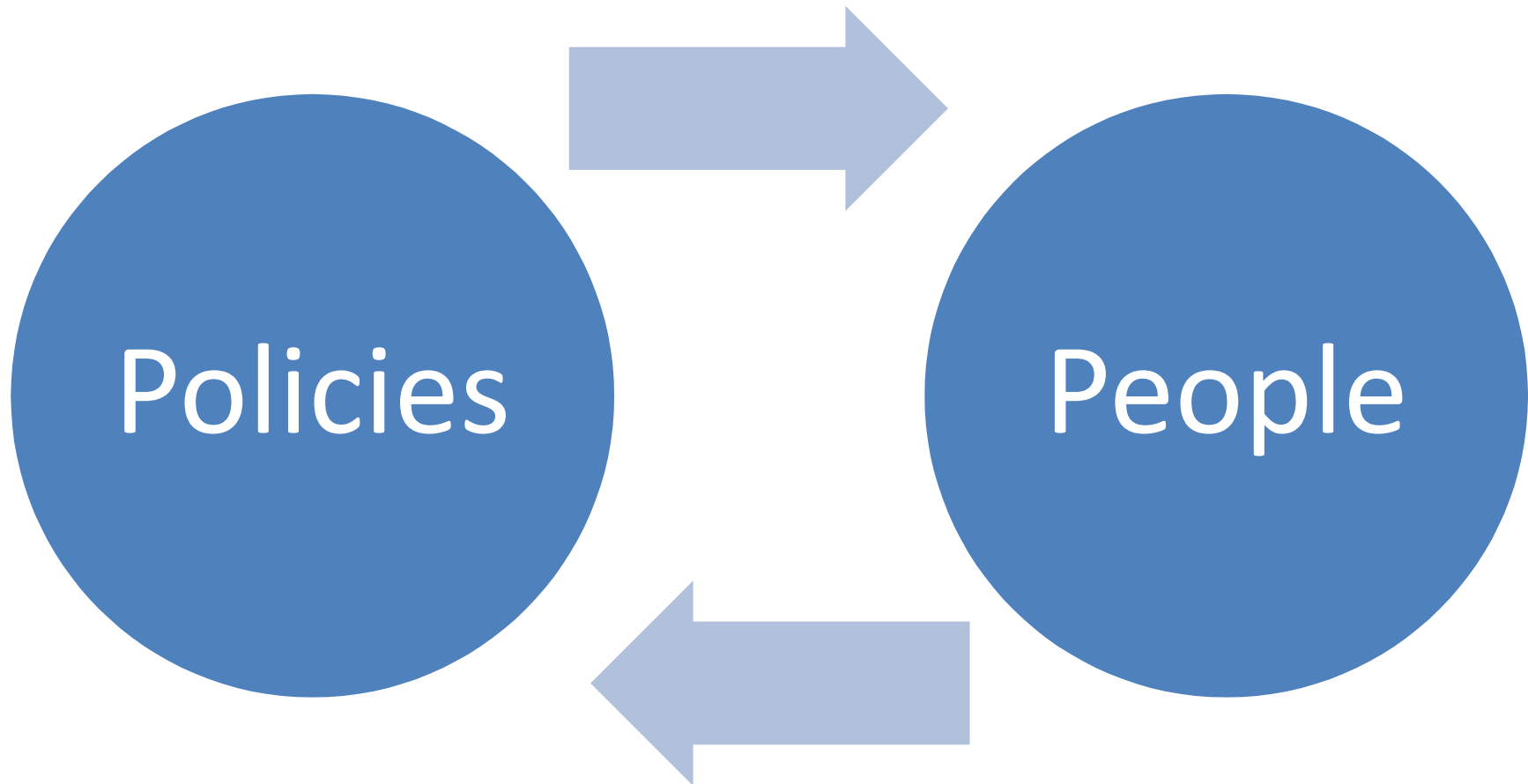
Building Infrastructure



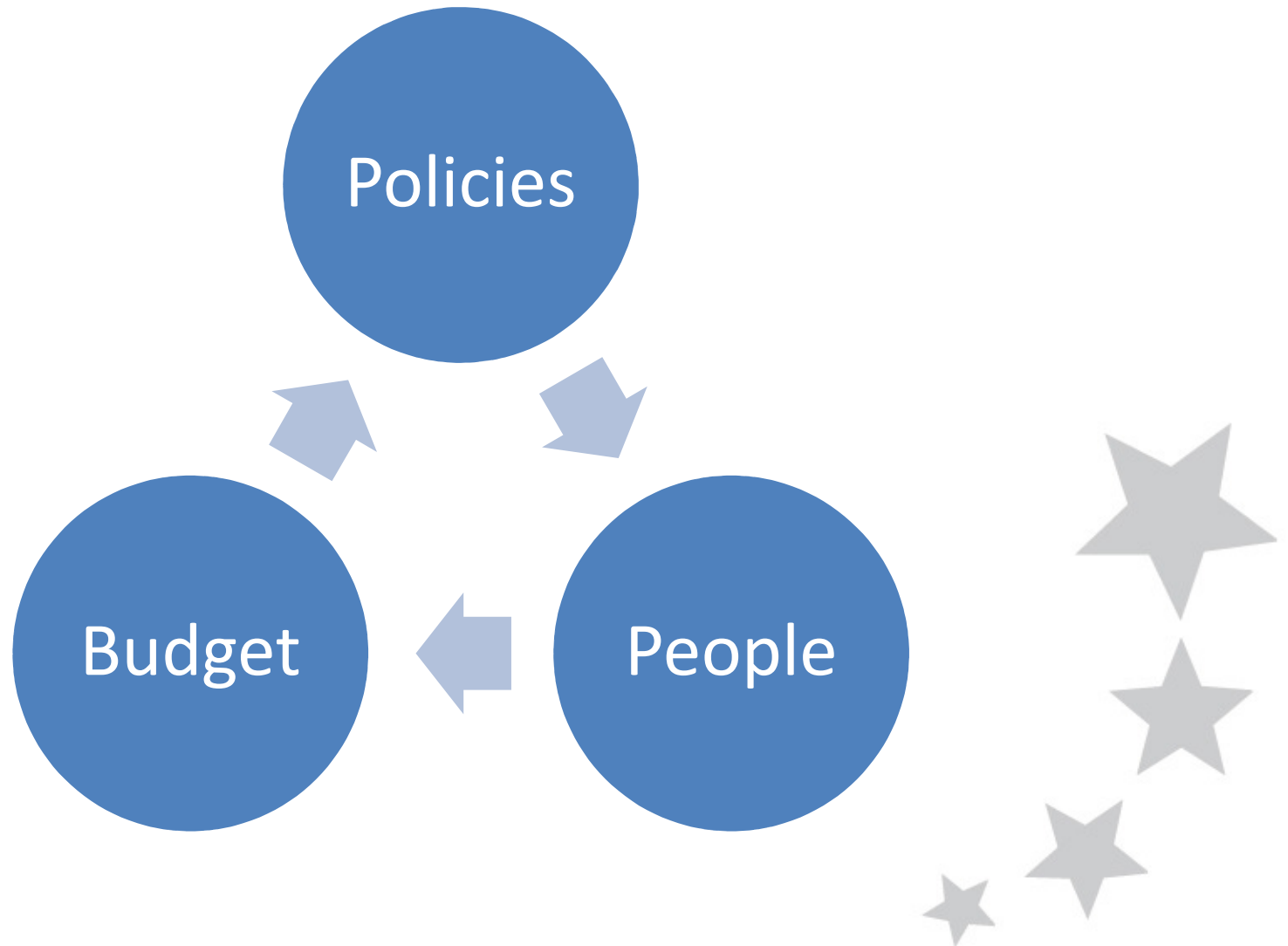
Policies



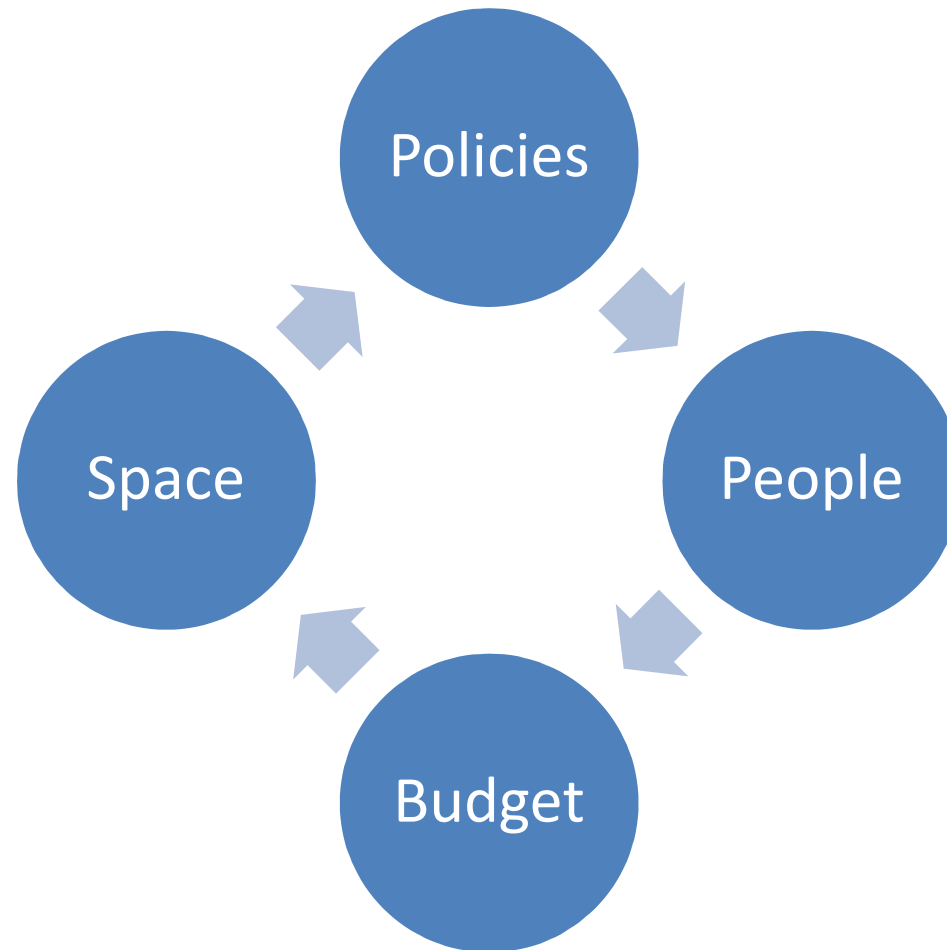
Building Infrastructure



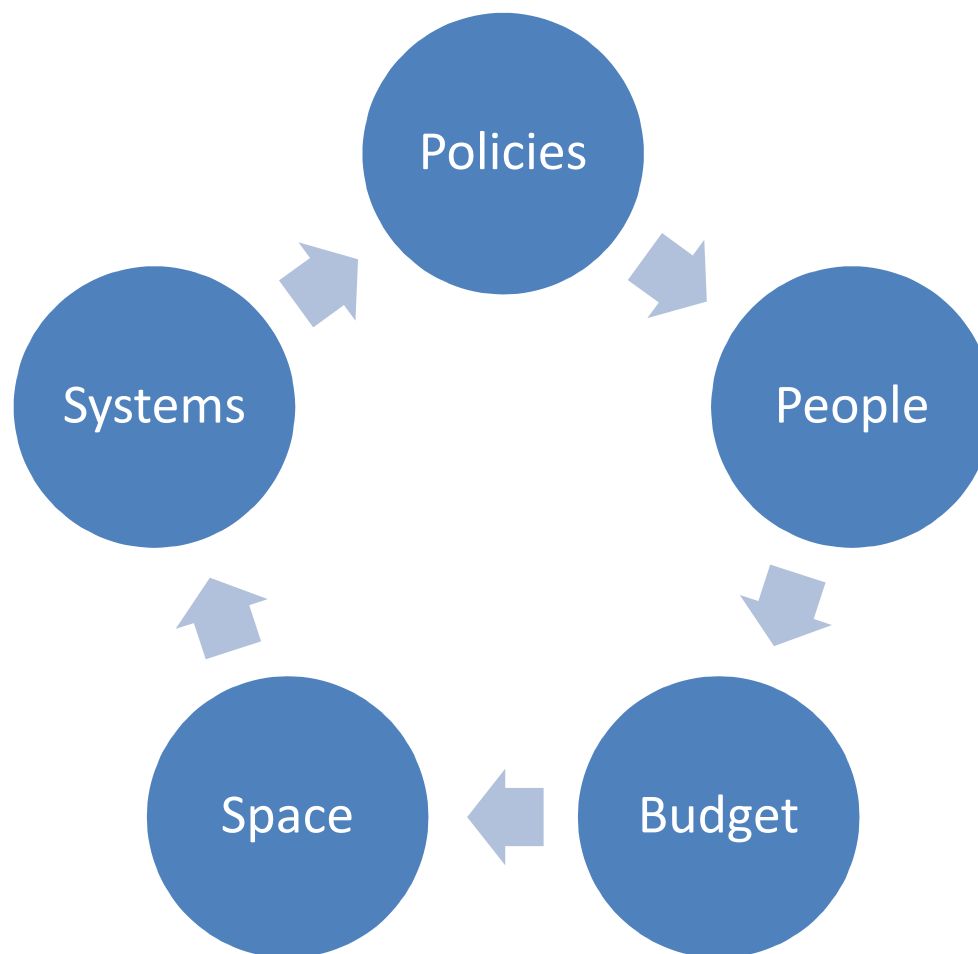
Building Infrastructure



Building Infrastructure



Building Infrastructure



Job Designs

- Title
- Accountability
- Role
- Responsibilities & duties
- Schedule/commitment
- Tenure
- Support available
- Minimum skills required
- Orientation/training required




Job Designs

- 
- Title
 - Accountability
 - Role

Job Designs

- 
- Responsibilities
 - Duties
 - Schedule

Job Designs

- 
- Tenure
 - Support available
 - Minimum skills required
 - Orientation & training provided

Writing the Ad

- NOT: We need someone to take pictures at our recognition dinner
- BUT: If you love taking pictures....
- NOT: We need drivers for weekly meal deliveries to rural homebound seniors
- BUT: Bring a smile and nourishment to lonely homebound seniors in XXX County

Recruitment

How would you recruit for ---

- A receptionist?
- A special event coordinator?
- A driver schedule coordinator?
- A volunteer manager?
- A congregant site manager?
- Some back-up drivers?
- Speakers on behalf of MOW?
- Board members?



Group Recruitment

- Community groups
- Colleges
- Professional associations
- Churches
- Other?



Group Presentations

❖ Presentations

- Executive Director/Volunteer Coordinator
- Volunteer at MOW
- Client of MOW

❖ Handouts

- Annual Report
- Volunteer brochure
- Descriptions of available jobs
- Application
- FOOD!!!!!!



QUESTIONS

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Summary

- Setting the stage by building the infrastructure for a volunteer program is important
- Different approaches are needed for different generations
- Job designs clarify roles and expectations
- Recruiting, by individual or group, requires focus and preparation

- Presenter: Chris Franklin, BoardMatters
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Next Session

- Keeping Your Volunteers in Satisfying Volunteer Work.
- Tuesday, June 15 --- 2:30 – 3:30 EDT
- Topics: Applications, checks and interviews
Orientation & training
Supervision
Recognition
Evaluations

