

Recruiting Volunteers

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- Planning your volunteer recruitment
- Recruiting the skills you need
- Recruiting through your network
- Recruitment messages that get results
- Making your Local Group attractive to volunteers
- Questions



Planning your volunteer recruitment

- The importance of planning
- Be clear – who do you want to recruit?
 - Title
 - Purpose of role
 - Brief description
 - Time commitment
 - Support



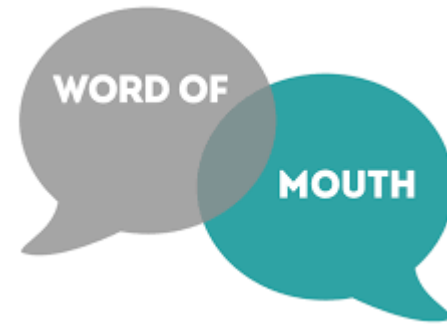
Recruiting the skills you need

- Don't be scared to be specific
 - don't ask, don't get
- What is the most important criteria to you?
- What additional information can you give to volunteers?



Recruiting through your network

- Word of mouth
 - People like to be asked
 - Ensure you are welcoming
 - Be aware of the pitfalls
- Pitfalls
 - Like attracts like
 - Beware the clique



Recruitment messages that get results

- **Awareness**
 - The answer is not “we need volunteers”
 - Create awareness about you
 - Start with a statement of need
- **Interest**
 - Link volunteering activity with impact on Members
- **Desire**
 - Collect quotes from existing volunteers
- **Action**
 - Quick and clear process to turn around enquiries



Make yourself attractive to volunteers

- Respond promptly and efficiently
 - Phone
 - email
- Make a good first impression
 - Be punctual
 - Plan what you are going to say
 - Aim to have some written information to hand over.





Easy Peasy

- Website
- Doit.org
- Volunteering@coeliac.org.uk

