

COMMUNITY VOLUNTEER RECRUITMENT AND MARKETING CHECKLIST

The following ideas are mainly geared toward general volunteer recruitment for community organizations.

- ☐ Tell your current volunteers – both as a courtesy, and to pass along the word
- ☐ Public service announcements (radio, TV, local cable station, local newspaper)
- ☐ Media coverage of a newsworthy accomplishment that includes a recruitment message
- ☐ Media coverage of an upcoming event that includes a recruitment message
- ☐ Media recognition of a current volunteer, with recruitment message
- ☐ Speaking engagements at sports clubs, service clubs, associations, churches, seniors homes
- ☐ Email message to your contact list, supporter list, seeking referral to potential volunteers
- ☐ Easy-to-find 'Volunteers Needed' section on your organization's website (keep it current)
- ☐ Post on websites specializing in volunteer recruitment (CharityVillage, giveahand.ca)
- ☐ Post opportunity on kijiji (community/volunteers)
- ☐ Utilize local community volunteer bureaus and networks
- ☐ Contact ServiceLink (volunteer@crcna.org)
- ☐ Public Open House or Information Night to showcase work of your organization
- ☐ Flyers and posters in stores, malls, community centres, other public places
- ☐ Career Counseling or Rehabilitation centres looking to help people regain health, skills, confidence
- ☐ Nonprofit agencies serving persons with disabilities who may be able to fill role
- ☐ Post on social media (Facebook, LinkedIn, Twitter)
- ☐ Trade organization and trade journals (especially for opportunities requiring specific skills)
- ☐ Church bulletins, email, newsletters and websites
- ☐ Service club email, newsletters or announcements at club meetings
- ☐ High school students looking for volunteer service hours
- ☐ Girl Guides, Boy Scouts, church groups (GEMS, Cadets) looking for community service
- ☐ Community service/rehab programs through criminal justice system (when appropriate)
- ☐ Signs, booths and sandwich boards at community events
- ☐ Local businesses/employers known to support volunteerism by their employees
- ☐ Local businesses whose employees may have skill set required for volunteer position
- ☐ Professional firms looking for community profile or experience for junior partners
- ☐ Heads of college, university or school departments targeted to volunteer skill set required
- ☐ Take part in, or help to organize, a local volunteer fair
- ☐ Chamber of Commerce, Board of Trade, or local government offices
- ☐ _____