



## Finding the Right Volunteer

Finding the right volunteers for your organisation involves ensuring that you are sending an effective message, and the right message, to the right audience.

### The Power of a Well-Written Ad:

When placing an advertisement for a volunteer, ensure it looks and sounds professional, and is easy to read. Use language that is inviting and be specific in your message.

“Volunteer Needed” gives no indication about what a potential volunteer will be doing with their time. Include a role title that fairly reflects the main function(s) of the role and what skills/experience you require. Remember ‘volunteer’ is a pay category not a job title.

### Getting the Message Out:

Volunteers come from all walks of life, so your volunteer recruitment should be visible in a variety of places. Focus your recruitment message in areas where you will find people who are likely to be attracted to key components of the role.

Sometimes it is a case of the right person looking at the right time. To get the perfect person for the role, ensure your recruitment message is available in a variety of places where your ideal volunteer would spend time.

Some examples of places to find volunteers:

- Businesses for specific skillsets
- Clubs – sports, interest groups
- Community - events, houses, library, newspapers, newsletters, noticeboards, radio
- Corporate volunteering programme (Volunteering Canterbury offer this service)
- Education – play centres, schools, tertiary providers
- Information centre including Citizens Advice Bureau
- Social media e.g. Facebook, LinkedIn, etc

- Social meeting places e.g. cafe
- Student Job Search

### Know Your Target Audience

The key to determining the best place to advertise is to think about the requirements of your role:

- Timeframe of 10am-2pm could be perfect for someone with school aged children;
- Particular skills or knowledge might be ideal for a student, professional or retiree;
- Support for a client e.g. swimming, try the local swim club.

### Be Clear

Make sure you are clear about any prerequisites that you may have, e.g. full and clean drivers’ licence, police check, computer literate, available Tuesdays. There is no point starting a recruitment process that will then be stalled because a prerequisite was not communicated.

### Choose Well

Finally, remember that you do not need to take the first person who applies for your role. Where possible interview more than one potential volunteer, ensuring they not only have the required skills, that their motivation is good, they believe in your cause, and that they fit the values of your organisation.