



## Finding the Right Volunteer

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### GETTING THE MESSAGE OUT

Finding the right volunteers for your organisation involves ensuring that you are getting an effective message, and the right message, to the right audience. Your local volunteer centre is one avenue for finding the right volunteer however you may have the perfect solution right on your doorstep.

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

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 to help' – gives no indication about what a potential volunteer will be doing with their time. Include a job 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.

The key to knowing where to put the information is to think about the requirements of the role:

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

### WHERE ARE ALL THE VOLUNTEERS?

Where ever you find people, you will find volunteers. 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 many places that your ideal volunteer would spend time.

Some examples of other places to find volunteers:

- Businesses for specific skillsets
- Club – sports, interest group
- 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, Twitter, LinkedIn
- Social meeting places e.g. cafe
- Student Job Search

### BE CLEAR

Make sure you are clear about any prerequisites that you may have, eg 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.