

Finding the right volunteers takes time, but with a little bit of up-front effort, you can make the process easier for you and potential volunteers. An important place to start is remembering that every volunteer is motivated to give back for different reasons, from social opportunities to a connection to the cause.

### **Planning your Outreach**

Sometimes, just posting a position description won't be enough to attract the volunteers you're looking for. You'll need to use your website, social media and other tools to spread the word. This means you need to think about what your target volunteer audience might be looking for. Here are some tips:

- **Stress your greatest need right away.** Example: "Weekday Morning Volunteer Drivers Needed" can quickly clarify the time and type of role, and those who are interested or fit the availability will click through to learn more.
- **Talk about what skills volunteers should already have or those they'll learn.** Example: "Put Your Tax Filing Skills to Good Use" would be a helpful message that would more likely speak to those with existing tax filing skills.
- **Be clear about benefits.** Example: "Work With Other Volunteers to Reduce Isolation" can resonate with socially-motivated volunteers, and those who may be connected to the cause; often, having teams of volunteers do a role can increase retention and engagement.



### **The Importance of Expectation Setting**

It's a good idea to make your expectations around the role clear before a volunteer even applies:

1. Clearly state the expected time commitment, both weekly and how long you would like them to volunteer.
2. Acknowledge every screening step, so there are no surprises or delay.
3. Be direct about what the volunteer can expect to do in the role (even including things like "there are slow periods", for example).
4. Note whether or not you can make exceptions to the location, or aspects of the activity, based on volunteer needs.
5. On a similar note, acknowledge that you will provide accommodations for candidates if needed (and within your ability).

Always answer potential volunteer questions about the role or expectations to ensure they are prepared coming into the role as well!