Volunteer Recruitment

Why do people volunteer?

- To help a cause they believe in
- To support a cause that has personally affected them
- To use their skills and experience
- To explore one’s own strengths
- To improve job opportunities

What groups might have something to give?

- Retirees
- Students
- Parents of children involved in library programs
- Book clubs
- Other cultural groups and service clubs

What do we offer volunteers?

- Chances to give back to the community
- A shared love of libraries and books
- Opportunities to make connections with professionals
- Leadership experience
- Fun events for socializing

What are some strategies for attracting potential volunteers?

- Cultivate the organization’s image – make sure people know its mission, goals, etc.
- Build a presence on multiple social media platforms (Facebook, Twitter, Instagram, etc.)
- Word of mouth – satisfied volunteers will tell their family and friends
- Public Service Announcements
- Host information nights/talks
- Make contact with high schools and work with guidance counselors
- Articles in community or library newsletters
What are successful recruitment methods?
- Write clear, comprehensive job descriptions
- Be honest about the position
- Appeal to motivations and describe benefits
- Show the impact of volunteer participation
- Ask for a short term commitment up front

What should you do once you’ve recruited volunteers?
- Make all volunteers feel welcome and valued
- Match the right person to the right position
- Support volunteers with infrastructure for training
- Offer the volunteers new ways of being involved