



Special Olympics
Volunteer Management Series

SPECIAL OLYMPICS VOLUNTEER MANAGEMENT SERIES

RECRUITMENT



Definition: Volunteer Recruitment

A process to attract and invite people to consider volunteer involvement.



Learning Objectives: Recruitment

- Understand what recruitment is and the impact of doing it well
- List some objections and barriers that people might have to volunteering at your Program - and some strategies to overcome them
- Design an effective recruitment message
- Describe characteristics of effective recruiters



Key Concepts of Recruiting Volunteers

1. Until you identify and address people's possible resistance to volunteering within your Special Olympics Program, you will not reach your potential in volunteer recruitment.
2. For volunteer recruitment to be successful, the needs of the Program and the needs of the volunteer must be met simultaneously.



Key Concepts of Recruiting Volunteers

3. The recruitment invitation must, minimally, include three elements:
 - The statement of need – the athletes' need!
 - How the volunteer can help
 - The benefits of the job
4. It is important to have effective, trained people recruiting new volunteers.



KEY Concept #1

Until you identify and address peoples' possible resistance to volunteering with your Special Olympics Program, you will not reach your recruitment potential.



Group Activity

Identify any organizational or personal barriers that may keep prospective volunteers from responding positively to opportunities to work with your Special Olympics Program.



KEY Concept #2

For volunteer recruitment to be successful, the needs of the Program and the needs of the volunteer must be met simultaneously.



Why do people volunteer?



Recruitment Techniques to Avoid

- “We’re desperate, anyone will do...”
- Cast your nets and see who swims in...
- “You’re an accountant. We could use one of you!”
- “We have lots of needs...HELP!”
- “I’m tired of doing it... Anyone else want to do it?”
- “There’s nothing to it...”



KEY Concept #3

The recruitment invitation must, minimally, include three elements:

- The statement of need – the athletes' need
 - How the volunteer can help
 - The benefits of the job



Essential Elements to Include in a Recruitment Message

- **The statement of need...**

**In building a recruitment message
you want to indicate the needs of
the athletes, not the Program**



Sample Recruitment Message

They have gloves, bats and softballs...but no coach.

Seventy-five boys and girls with mental retardation are waiting for a coach.

Don't let them strike out. Join our Special Olympics Team! Call 1-800-GOLD today.



Essential Elements to Include in a Recruitment Message

- **How the volunteer can help**



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Essential Elements to Include in a Recruitment Message

- **Benefits to the Volunteer**



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Key Concept # 4

It is important to have effective, trained people recruiting new volunteers.



Best Volunteer Recruiters

Individuals who are:

- **Satisfied**
- **Enthusiastic**
- **Articulate**
- **Connected with the person or group being recruited**

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