



Special Olympics

VOLUNTEER
MANAGEMENT SERIES

RECRUITMENT

Participant's Workbook



Special Olympics
Volunteer Management Series

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- Special Olympics staff
- The Global Volunteer Resource Development Team
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PARTICIPANT WORKBOOK INDEX

	PAGE
I. INTRODUCTION.....	4
II. SLIDE SHOW/NOTES PAGES.....	5
III. ADDITIONAL WEB RESOURCES.....	19
IV. EVALUATION FORM.....	20



RECRUITMENT

Participant's Workbook

Introduction:

Often when staff or key volunteers of a Special Olympics Program are involved in recruitment they are so anxious to “fill slots” that not enough care is given to finding the right person. We can all relate to the impact on the volunteer and the Program when the wrong person is recruited. The volunteer feels incompetent and/or unfulfilled, leading to performance and retention problems, or the Program does not get the job done well and builds resentment and resistance to further utilization of volunteers.

Successful recruitment involves marketing your Program's volunteer needs to the segment of people who can fill those needs while simultaneously filling their own (for example, finding a graduate student who needs an internship in Public Relations, who can help your Program develop a PR plan). Recruitment is not merely following prescribed techniques to attract potential volunteers, for example, displaying posters and writing Public Service Announcements. Rather, a good recruitment program focuses on designing a strategy to find the right individual, utilizing an appropriate outreach technique, and inviting him/her to become a volunteer.

It is difficult to isolate the topic of recruitment because its ultimate success is intertwined with the development of good jobs (the product you are selling in recruitment) and with having the Program prepared to utilize volunteers' time and talents effectively. It is important, however, to examine how potential volunteers are invited to consider becoming a part of our organization, particularly if this function is not centralized. Even if most volunteers go through a central recruitment process, the staff and volunteers within your Program are a significant part of its informal volunteer recruitment team. Thus, the principles of recruitment should be useful for all staff, whether they carry out this function themselves or act as ambassadors for Special Olympics.



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

B-3



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 organization 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(s) 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.

B-7



KEY Concept #2

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

B-8



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...”

B-10



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

B-11



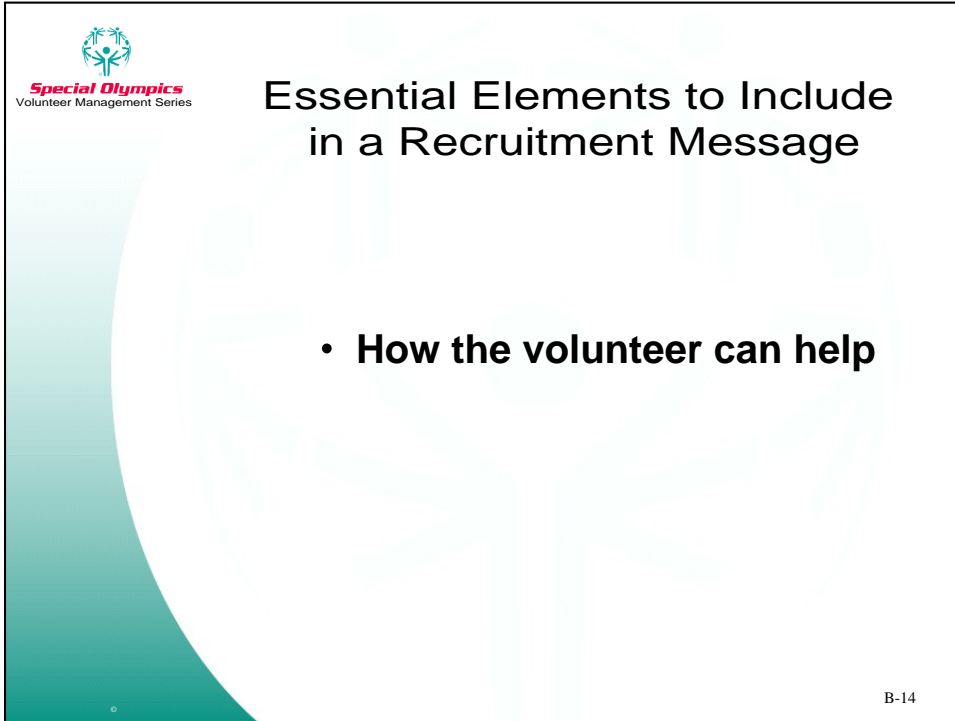
Sample Recruitment Message

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.

B-13



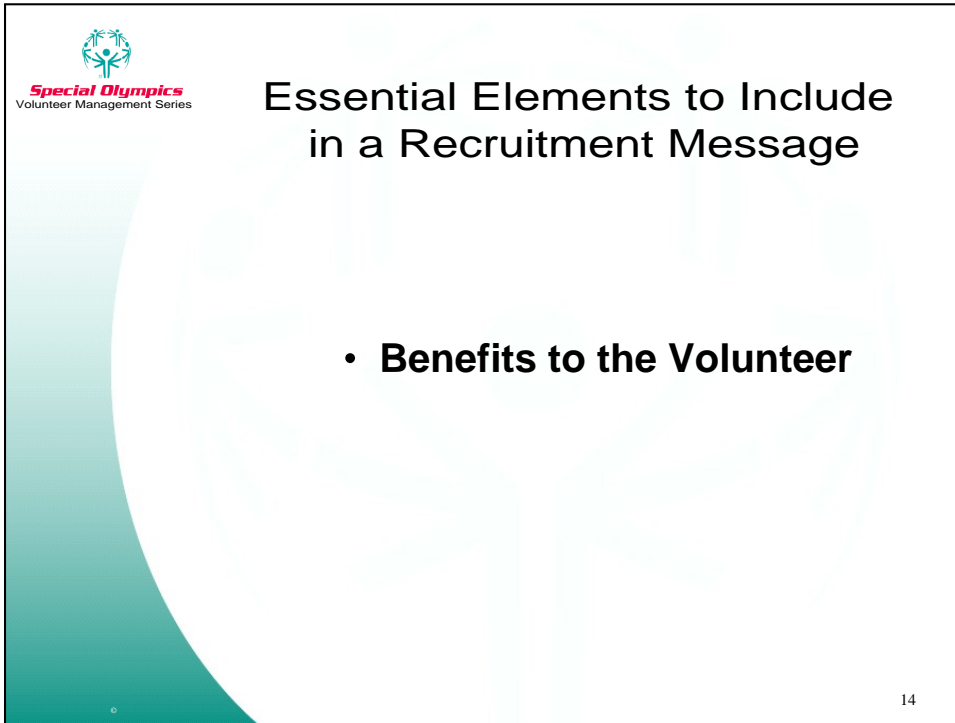
The slide features a light blue background with a large, faint watermark of the Special Olympics logo. A teal gradient bar is on the left side. The text is centered and includes the Special Olympics logo and name in the top left, the title, and a bullet point.


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Essential Elements to Include in a Recruitment Message

- **How the volunteer can help**

B-14



The slide features a light blue background with a large, faint Special Olympics logo. A teal gradient bar is on the left side. The text is centered and includes the Special Olympics logo and name in the top left, the title, and a bullet point.


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Essential Elements to Include in a Recruitment Message

- **Benefits to the Volunteer**

14



Key Concept # 4

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

The logo for Special Olympics, featuring a stylized figure with arms raised, surrounded by a circular arrangement of smaller figures.

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Best Volunteer Recruiters

Individuals who are:

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

17



Suggested Resources on Volunteer Management

On-Line Resources:

<http://energizeinc.com> Energize, Inc. is an international training, consulting and publishing firm specializing in volunteerism. Their goal is "to connect leaders of volunteers with resources, information and ideas generated from around the world."

<http://www.iave.org>. IAVE is "the only international organization with the mission to promote, celebrate, and strengthen volunteerism worldwide." The International Association for Volunteer Effort (IAVE) worked in close cooperation with the United Nations Volunteers and was a major contributor in establishing the International Year of the Volunteer.

<http://e-volunteerism.com/> The "Electronic Journal of the Volunteer Community," e-Volunteerism is a quarterly online publication that caters to volunteer leaders and managers.



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Participant Evaluation Form

Thank you for taking the time to share your evaluation of today's workshop. Your critique is valued and will be considered as we continually strive to improve our support to all personnel who team with volunteers.

The learning objectives in this workshop were: ___met ___partially met ___not met

- 1. Understand what recruitment is and the impact of doing it well
2. List some objections and barriers that people might have to volunteering at Special Olympics - and some strategies to overcome them
3. Design an effective recruitment message
4. Describe characteristics of effective recruiters

Comments:
[Blank lines for writing comments]

Table with 3 columns: This workshop was:, Yes, No. Rows include helpful, provocative, practical, well-paced, too short, too long.



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Comments:

.....

The facilitator was:	Yes	No
knowledgeable	___	___
prepared	___	___
organized	___	___
enthusiastic	___	___
good discussion facilitator	___	___

Comments:



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In what ways can you utilize this material in your work?

What, if anything, do you plan to do differently as a result of this training?

What additional information on this on any other topic dealing with volunteers would be helpful to you in your work?

What suggestions do you have to strengthen this workshop?

Further comments or suggestions:

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