**Volunteer Recruitment Strategy**

See the writing role descriptions guidance for more information.

Before you start recruiting, think about:

* Possible volunteer motivations for your ideal volunteer.
* Different audiences that you want to approach with your recruitment strategy.
* Resources you have and resources you need.
* Who else can help you.

**Target**

Decide on a SMART Target: **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **T**ime-Bound.

* E.g. We will receive 10 applications, which will translate into 5 volunteers being appointed by 30th June 2023.

**Audiences**

Breakdown the specific audiences you want to approach in your recruitment. It may just be one, or you may be approaching several different audiences. E.g.

* 16 and 17 year olds who are interested in theatre and want something to do in their summer holidays.
* Retirees and stay at home parents who want to use their parenting skills to help vulnerable children.
* Professionals in demanding roles who want an impactful opportunity that fits in with their busy lifestyle.

**Key message**

Think about the key message you want to share with each audience – try and sum it up in one sentence. This will help with your recruitment.

**Tactics**

Think how you want to reach these audiences – aside from posting an opportunity on our website. Where can you find them? What resources do you have access to? Some examples of tactics:

* Ask current volunteers who match that audiences to speak to their friends and neighbours.
* Email the teacher of a local sixth form college course on health & social care.
* Create a poster and ask local shops and businesses to put it up.
* Send a press release to local newspaper about your need for volunteers.
* Hold a taster volunteering day.

**Next actions**

Looking at the tactics, make a list of next actions to achieve. Be realistic about how much you can do and consider focusing on the areas that will make the biggest impact.

# Template

**Opportunity:**

**Target:**

|  |  |  |
| --- | --- | --- |
| **Audience** | **Key message** | **Tactics** |
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|  |  |  |
|  |  |  |

# Worked examples

**Opportunity: Family Support Volunteer**

**Target: Get 20 applications and have 10 volunteers get through**

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| --- | --- | --- | --- |
| **Stay at home parents who want to use their parenting experience to support young families.** | **Bored now the kids are at school? We’re looking for volunteers with experience of parenting or childcare who want to help young families who are going through challenges.** | * **Post opportunity on the Legends of the Forest website.** * **Ask current volunteers to share info about the role in parent whatsapp groups they are in.** * **Leave leaflets and flyers at the local library.** | **Stay at home parents who want to use their parenting experience to support young families.** |
| **Retired people who want to volunteer to help families.** | **…** | **…** | **Retired people who want to volunteer to help families.** |

**Opportunity: Gardening Volunteers**

**Target: Get 30 sign ups and have 20 volunteers sign up**

|  |  |  |  |
| --- | --- | --- | --- |
| **Audience** | **Key message** | **Tactics** | **Audience** |
| **People who are interested in the environment** | **Want to help keep Waltham Forest green?** | * **Post opportunity on the Legends of the Forest website.** * **Post on local environmental Facebook groups.** * **Put up a poster in a local zero waste shop** | **People who are interested in the environment** |
| … | … | … | **…** |