

Volunteer Recruitment for a Non-Profit Organization: Part 2

Outreach Strategies



Session 1



Session 2



Session 3

What does the organization need?

Develop a volunteer assessment plan

How do I get what the organization needs?

Outreach strategies

How do I get it going?

Implementation of volunteers



Building a Web of Influence

- ✦ Draw communities or affiliations you belong to (e.g. jobs, internships, family, churches, clubs, etc.)
- ✦ Write as many names as possible in each community.
- ✦ Connect communities that are related to each other.



España
 Estine
 Soschen Ally
 Charlotte Diana
 Rachel Pablo
 Amy Kinga

Dad Nana
 Men Kat
 Bill Hagen Ms. Ashe
 Ed Mr. Ashe
 Amy Kyle
 MS
 John
 Brian Lynn
 Rhea Ms. Barnette
 Brigdaddy
 Trip Julie
 Rodney Randall
 Steve Wood
 Ellen
 Ms. Kyber

The College of Charleston
 Abby Stephanie
 Claire Stephen
 Walt Katie
 Mercer Zoe
 Holli Erin
 Helen Delfeld
 Deb Ong
 Connor
 Georgey
 Christiana
 Alarie
 Anne
 Lisa
 Christina
 Mary Pat
 Colleen
 Lexa
 Tommy
 Lynn
 Fred
 Nico
 Danielle
 Bri
 Elzabeth
 Paul

SONG
 Bere
 Lyles
 Ansley

The Bonner Network
 Bobby
 Anne
 Wayne
 Sarah
 Kristi
 Erik
 Afnan
 Ari
 Caroline
 IMPACT
 Directors
 and Coordinators
 BAB
 Janet
 Virginia
 KP
 Boner
 Partners
 AmeriCorps
 TeNJ
 Alumni
 Students
 All Boners@CofC
 Crisis Ministries
 Policy Options

BAB
 Dora
 Sandy
 Anne Marie
 Lauren

BAPC
 Carrie
 Connie
 Mary Ann
 Fulmer
 Kathy
 Watkins
 Renee
 Beaman
 Sally
 Kaefer

AMIGOS de las Americas
 Becca
 Meg
 Nora
 Sam
 Balbon
 Sam
 Hagan
 Sierra
 Shannen
 Julie
 Alec
 Alyssa
 Marie

Schottland Scholars
 Amy
 Bill
 Finn
 Danna
 Charlotte
 Madeline
 Melba

**My Network
 2015**

Questions

- ✿ What makes this group of people unique? What interests or skills do they have that would fulfill the needs of your non-profit organization?
- ✿ What role or influence do you play within this organization?
- ✿ How can you best appeal to this audience? How can you specialize the message you design to reach these potential volunteers?

The Message

Come be a mentor at The Kids Club! The Kids Club is a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home. Mentors help these kids develop through meaningful and fun activities, and mentors get experience in leadership, program management, and problem solving. To become a volunteer for The Kids Club today, call Alex at 555-666-7890 for more information.



What is the organization?

What is its purpose?

Come be a mentor at The Kids Club! The Kids Club is a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home. Mentors help these kids develop through meaningful and fun activities, and mentors get experience in leadership, program management, and problem solving. To become a volunteer for The Kids Club today, call Alex at 555-666-7890 for more information.

Why should they serve?

How can they find out more?

What will they gain?

Come be a mentor at The Kids Club! Call Alex at 555-666-7890 if you would like to volunteer.

- Too short
- Assumes the reader knows what The Kids Club is

- Too long
- *Unnecessary information about the organization*
- **Not enough information about volunteer incentives**

Come be a mentor at The Kids Club! The Kids Club is a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home. *The Club was formed in 1987 by Arthur King to support children in his childhood neighborhood of Camden, New Jersey. As mentors, volunteers will help the children with homework, facilitate sporting activities, and guide them through arts and crafts.* **Mentors serve on a volunteer basis, but they get more than that!** To become a volunteer for The Kids Club today, call Alex at 555-666-7890 for more information.

Come be a mentor at The Kids Club! Call Alex at 555-666-7890 if you would like to volunteer.

- Too short
- Assumes the reader knows what The Kids Club is

- Too long
- *Unnecessary information about the organization*
- **Not enough information about volunteer incentives**

Come be a mentor at The Kids Club! The Kids Club is a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home. *The Club was formed in 1987 by Arthur King to support children in his childhood neighborhood of Camden, New Jersey. As mentors, volunteers will help the children with homework, facilitate sporting activities, and guide them through arts and crafts. Mentors serve on a volunteer basis, but they get more than that!* To become a volunteer for The Kids Club today, call Alex at 555-666-7890 for more information.



The Kids Club is a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home.



**We need
MENTORS!**

Mentors help kids develop through meaningful and fun activities.

Mentors build many skills:

- leadership
- program management
- problem solving

For more information, contact Alex at 555-666-7890.

The Kids Club: Love, Play, Learn



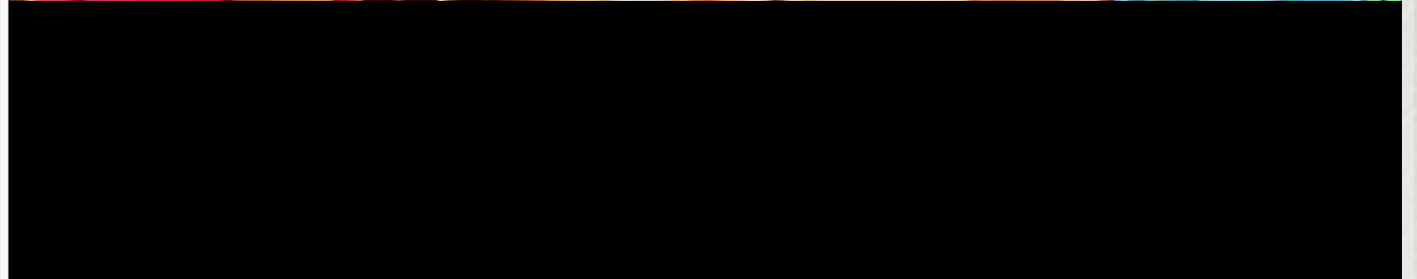
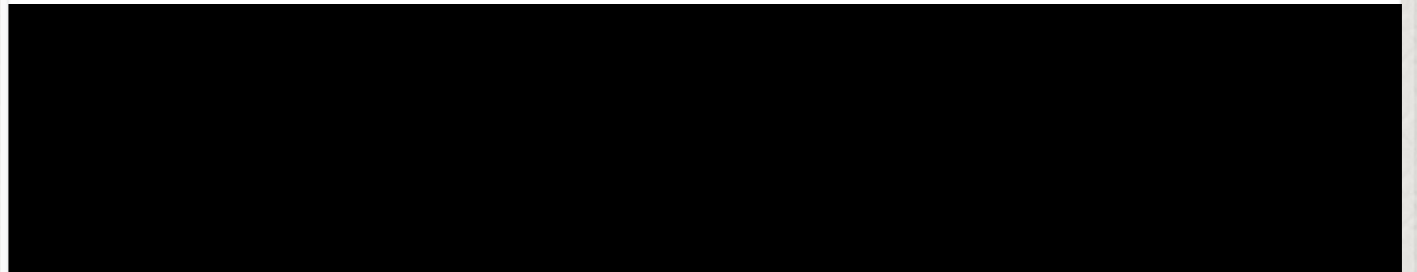
Instagram



Sammy_Sample

41m

The Kids Club



Sammy_Sample I started as a kid at @TheKidsClub, and now serve as a mentor for children who don't have adult care at home. Together, we love, play and learn. Become a mentor today! #TheKidsClub

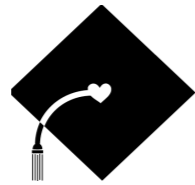
[http://thekidsclub.org/mentor/loveplaylearn.](http://thekidsclub.org/mentor/loveplaylearn)

Add a comment...



Social Media Examples





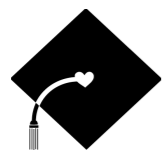
Sammy Sample @ssample now

Today, one of the kids at #TheKidsClub told me that they want to grow up to be as nice as I am. They inspire me. Be a #mentor @TheKidsClub!



The Kids Club @TheKidsClub now

We are a non-profit initiative that aims to create a safe space for children who do not have adult care or supervision at home. Click on our page and come be a mentor today! #LivePlayLearn #TheKidsClub



Sammy Sample

Just now · ▼

Being a mentor @TheKidsClub has not only shown me how to be a kid again, it has also taught me about leadership, program development, and problem solving. Learn more about The Kids Club and how to be a mentor at <http://thekidsclub.org/mentor/loveplaylearn>. #TheKidsClub #LovePlayLearn

thekidsclub.org

THEKIDSClub.ORG

Like · Comment



facebook®

The ACTION Plan

	Week 1 6/1 - 6/7	Week 2 6/8 - 6/15	Week 3 6/16 - 6/23	Week 4 6/24 - 6/31
Group 1: Football Team	<p>Share this plan with community partner.</p> <p>Create flyers to post in athletic locker rooms (Sammy)</p> <p>Interview current The Kids Club volunteers (Bobby)</p>	<p>Compile interviews into video (Bobby)</p> <p>Speak to football coach about making an announcement at Sports banquet (Bertram)</p>	<p>Post video on Facebook, Twitter, and LinkedIn (Sammy, Bobby, Corella, Bertram)</p> <p>Collaborate with the RA's to create a service program event (Corella)</p>	<p>Arrange The Kids Club bake sale to pass out flyers while fundraising (Corella)</p> <p>Screen video at service awards banquet (Bobby)</p>

Session 1



Session 2



Session 3

