
Volunteer Recruitment Goals, Strategies and Materials

Any event is more successful with volunteer to perform numerous tasks including stuffing envelopes, staffing on-site registration, greeting participants at the beginning of the meeting, etc. Volunteers can also support participant outreach efforts by distributing flyers at community events, conducting online research, providing rides to the meeting and assisting with street outreach, if this is one of your strategies.

Volunteer Recruitment Goals

Develop a comprehensive list of volunteer needs throughout the project and develops goals for the number and types of volunteers needed.

- Identify the types and numbers of volunteers required for your meeting and identify specific tasks
- Recruit at least 10% more volunteers than needed to account for those who drop out or don't show.
- Common types of volunteer needs are:
 - *Office Assistance* - work in the project office in the days and hours prior to the event. Office volunteers prepare mailings and participant folders. They also call registered participants the week prior to the event to confirm their participation, and respond to telephone inquiries coming into the office.
 - *General Event Assistance* (coat check, lunch delivery, etc.)
 - *Special Needs/Translation Assistants* - Usher participants requiring translation to their assigned table.
 - *Registration* - Greet participants as they arrive and process their registration according to the system.
 - *Greeters/Ushers* - Meet and greet incoming participants and help them get oriented to the meeting room, and at times actually usher them to their tables. Ushers provide extra assistance to the elderly and participants with disabilities. They answer general questions (i.e. "Where is the bathroom?") and help troubleshoot as necessary.
 - *Floor Assistants/Floor Runner* - Floor assistants generally work with the Event Planner to deliver materials and supplies to participants as needed.



Strategies for Recruiting Volunteers

Rather than recruiting and scheduling one volunteer at a time, identify organizations or networks that can organize and coordinate small groups of volunteers independently.

- Recruit volunteers from groups that attract skilled volunteers who will require minimal supervision.
- Sources for volunteers may include the following: Hands-On, United Way, youth volunteer groups, college/university volunteer groups, faith-based groups, AmeriCorps, and professional development organizations and associations.
- Registered participants can be a good source of volunteers for preparatory tasks. Many people want to help in the weeks before the meeting. Take them up on it!

Volunteer Recruitment Materials

Make sure the volunteer recruitment notices describe the event and emphasize how they can contribute. Many volunteers are motivated to contribute because they will have an opportunity to see the event from a unique vantage point. Develop standard volunteer recruitment language that includes the following information:

- Brief description of the event and expected outcomes
- Volunteer dates and times
- List of volunteer jobs available
- Minimum commitment required (# of hours, days, etc.)
- Whether or not food will be provided
- Contact information



Day of the Event

If possible, all volunteers should arrive at one designated time to participate in a brief orientation on site. The orientation is a briefing that reviews the purpose of the event and outlines the tasks related to the different volunteer positions. It is also the time when volunteers receive their specific assignments for the day.

The Volunteer Recruiter or their designee is responsible for the following tasks:

- Tracking arrival of volunteers and communicating assignments
- Observing volunteer operations and making adjustments as needed
- Circulating within the meeting space and checking in with the Event Planner



Send Thank You Notes and Final Report



Send a thank you note to all volunteers immediately after the event. Express appreciation for his/her support and commitment and provide a summary of the meeting outcomes.

As soon as the final report is available, send each Volunteer a copy. If possible, include a brief update, including actions that have taken place since the meeting as well as plans for the future.