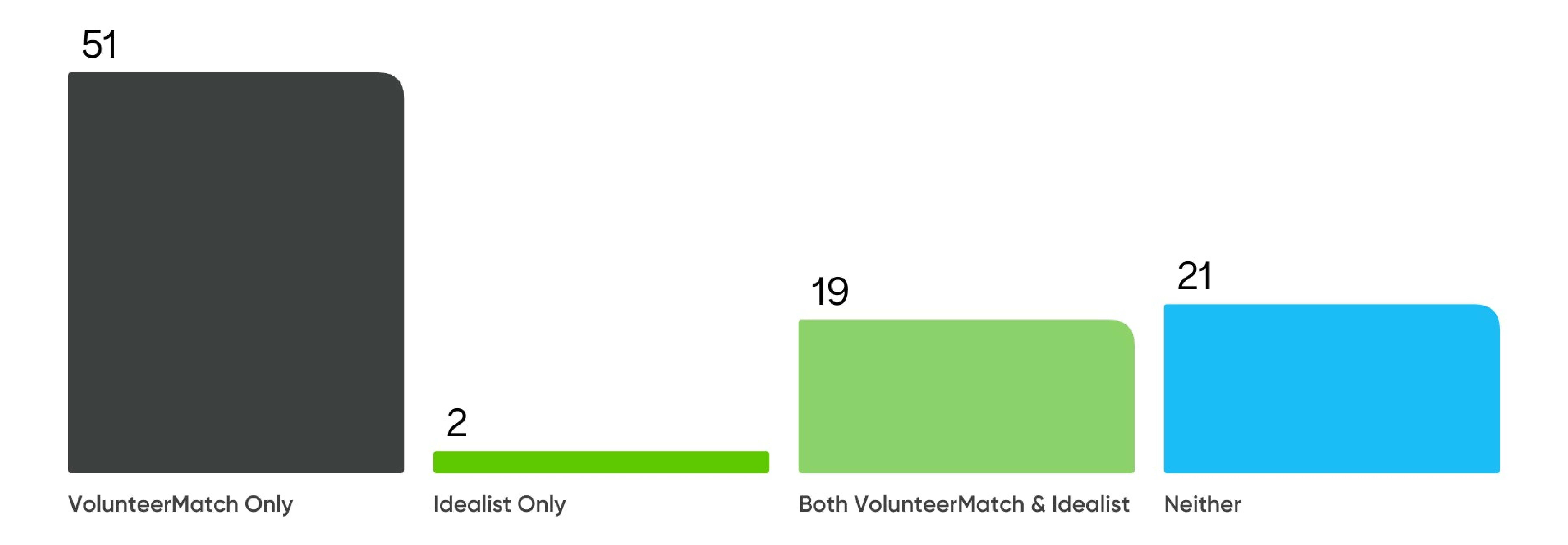


# Recruiting Workshop Series: Recruitment Messaging





# Are you currently using:

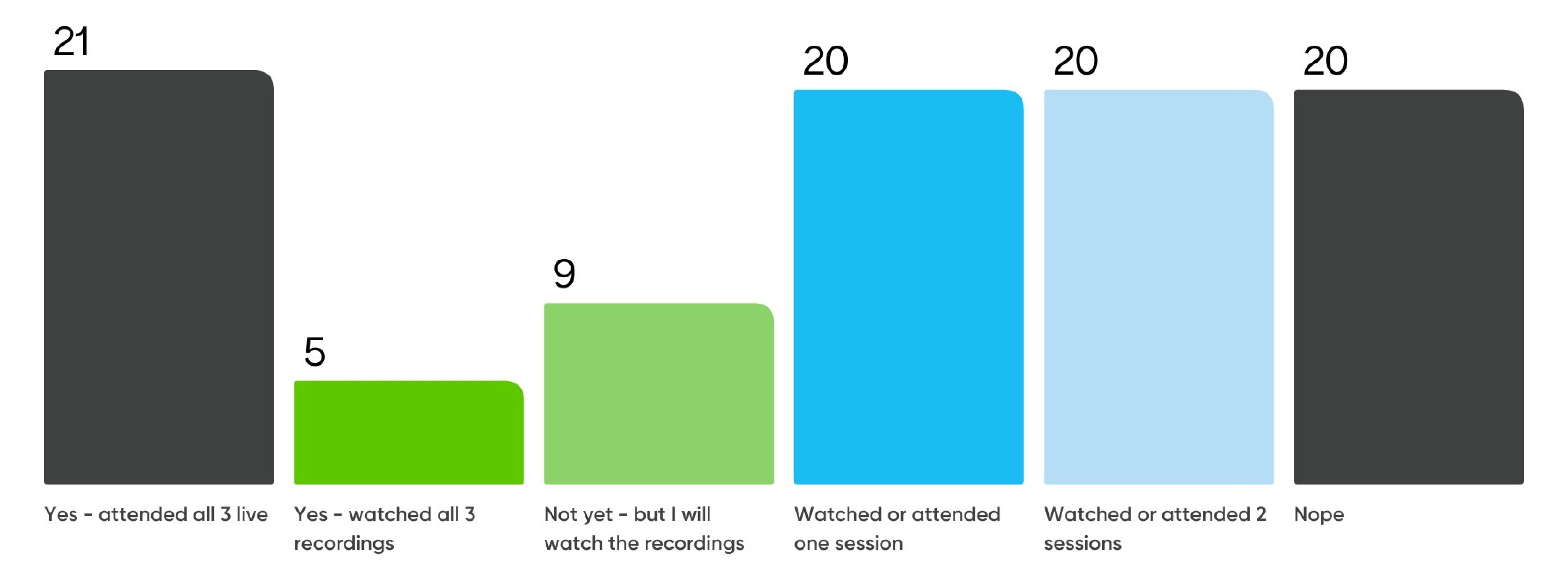




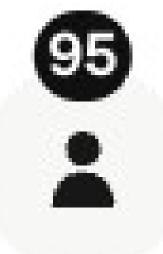




# Did you attend or watch the previous sessions?

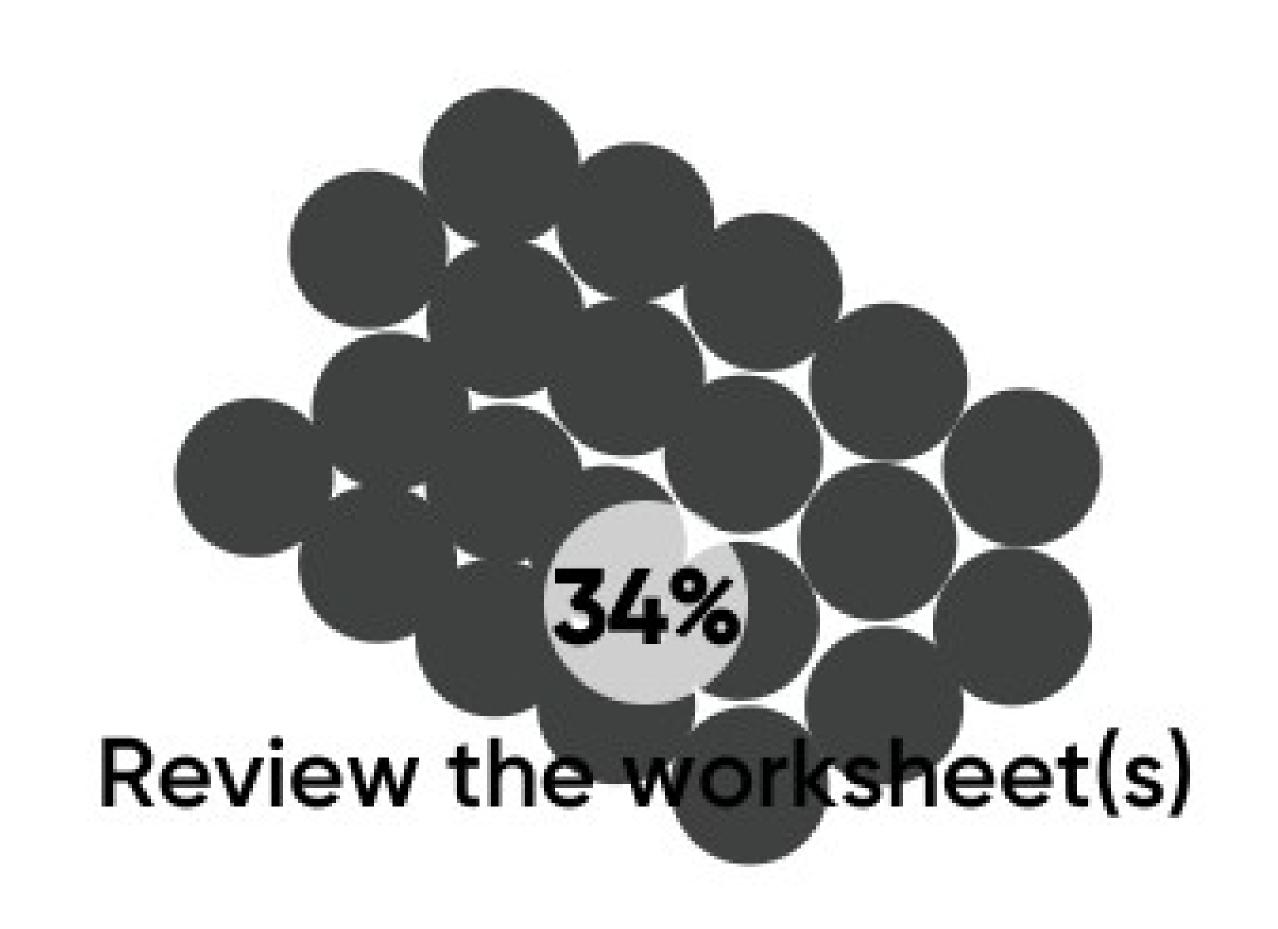








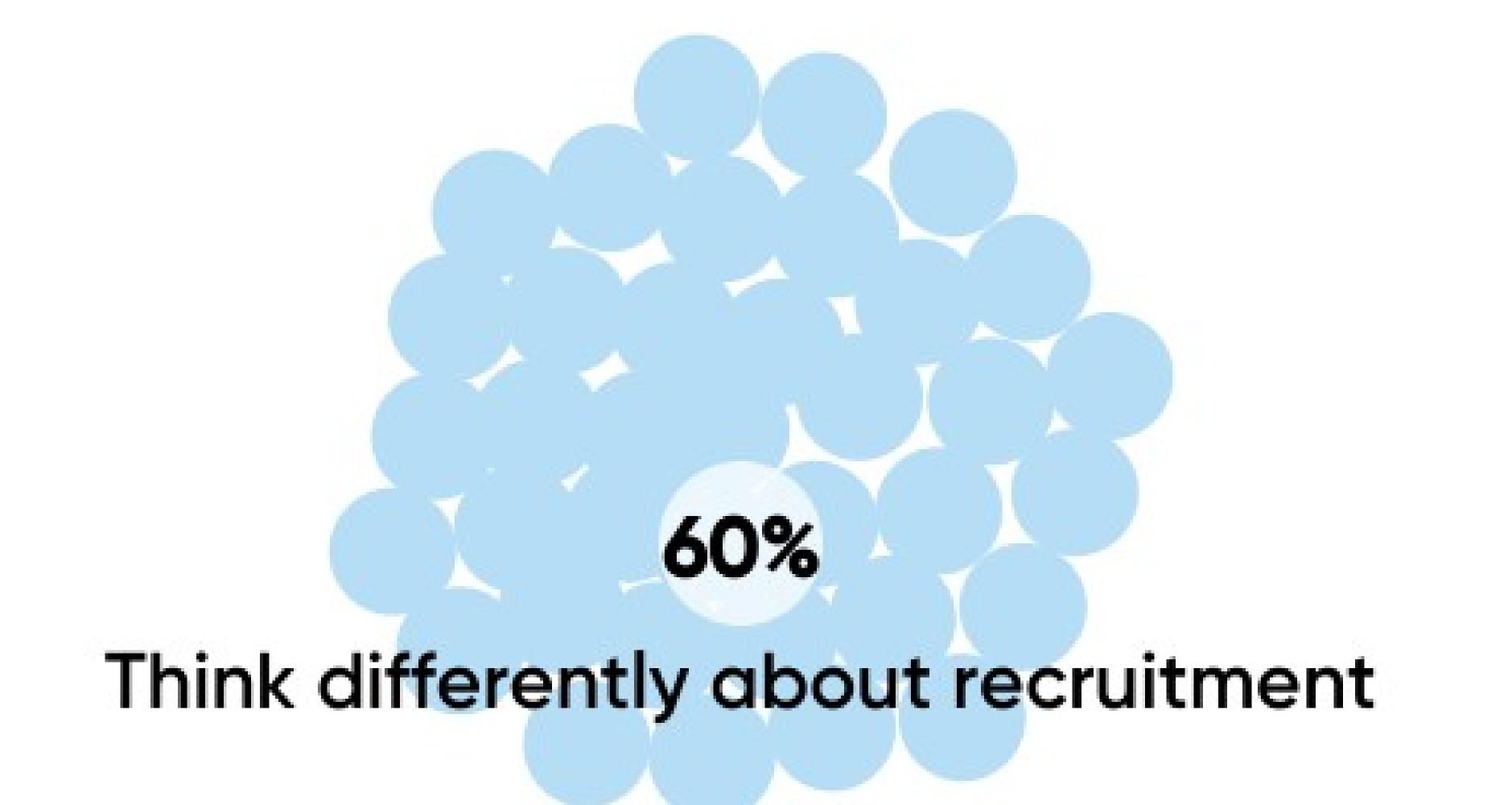
# If you attended or watched one or both sessions did you:



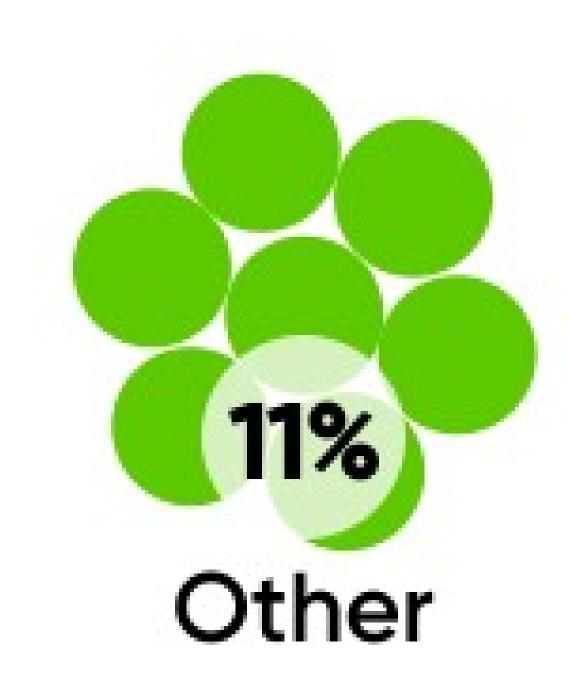


















# Welcome!

This series is designed to walk you through the most important components for successfully recruiting volunteers.

- All resources and recordings will be shared
- You'll get out what you put in consider planning an hour of focus time between workshops
- I can't do it for you, but I'm here to help





# Recruitment Workshops

#### Next Week we'll cover:

Post connection communications

#### Catch up on previous sessions:

- Series Kick Off
- Volunteer Personas
- Position Descriptions



# Recruitment Messaging



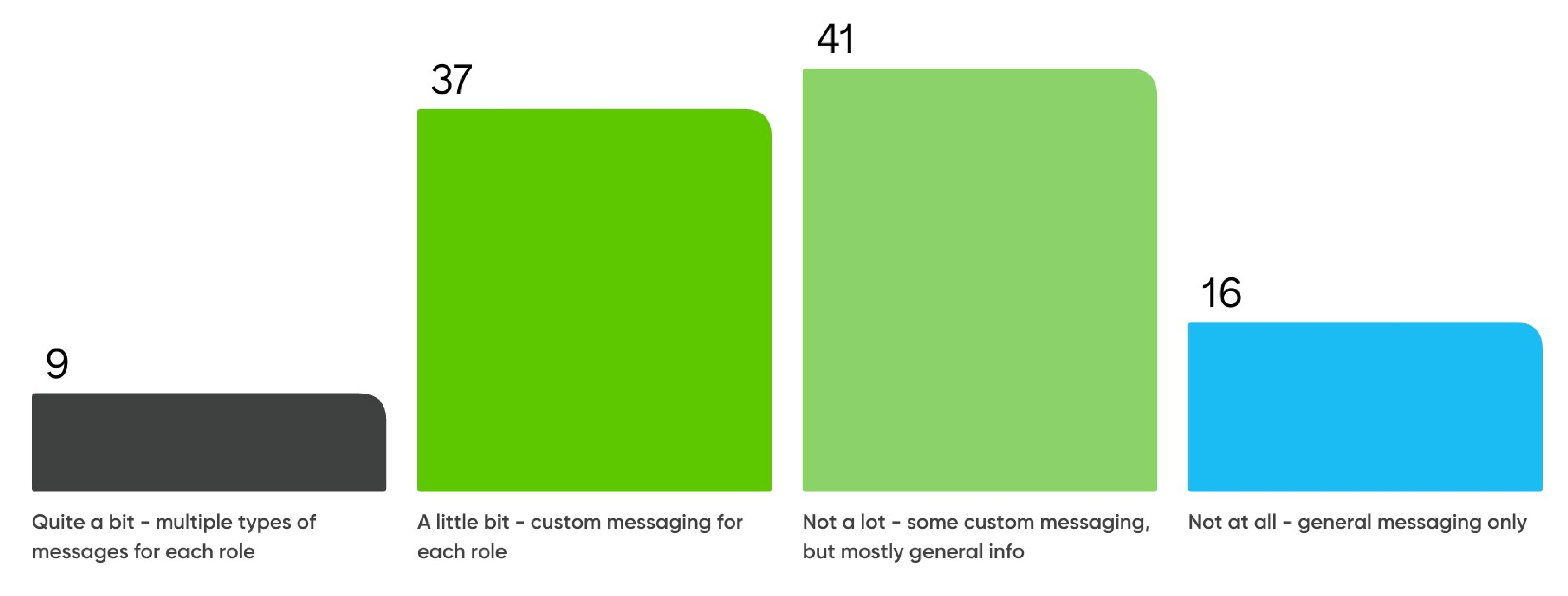
#### Targeted Recruitment Messaging Can:

- Help you find that right person in a crowd of strangers.
- Start to build that two-way relationship and create a connection. Answer the Why.
- Outline what you need a volunteer to know, do, be to be the right volunteer.
- Craft the right Call to Action to help volunteers take the next step.
- Design follow up messaging and build an on going communication strategy!





#### To what degree are you customizing your recruitment messaging now?

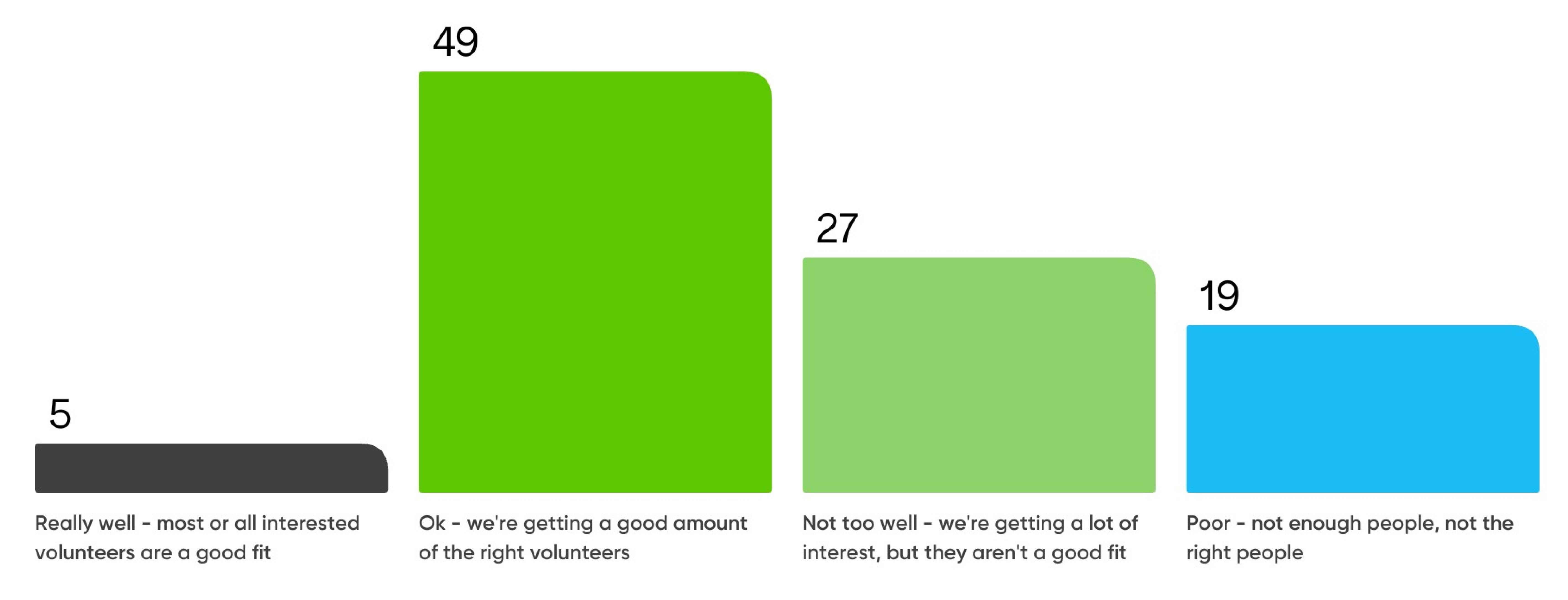








# How well is your current recruitment messaging working?







Preserving history, getting HS service hours.

They want to make the most impact on future generations.

Giving back to the community especially those most in need

Honoring the mission, no matter what the activity is. Removing ego from their volunteer work.

The opportunity fits their schedule

Contributing to improving quality of life

Flexibility, giving back/forward

The future of our community and empowering youth.







Feeling part of a community

Helping a child learn to read.

Bringing joy to seniors through activities

Improve their own neighborhood

Becoming part of the community. Helping neighbors

Connecting with their community and sharing our heritage projects and engagement opportunities

They are committed to the mission

In a short amount of time you can support those in your community and provide meals to them.







This person is a good team player, they value hard work and are good at time management. this person is also handy and open to learning new things.

They want to share STEM education with the next generation.

giving back to the environment, fighting climate change, enjoy the outdoors.

Flexible schedule and forming connections.

Easy (plug and play), fits their busy schedule (lots of time options), matches their personal interest

making a meaningful and lasting connection

helping people in the community thrive

What matters is being able to give back to the community if they were well off growing up or if they were in the same position being a mentor







Helping youth by tutoring

doing something that brings them joy!

They want to serve in a role that aligns with their passions, interests, or experience.

They like independent work with a dose of team

This person wants to have a voice in the protection of freshwater resources.

They want to assist with growing youth into engaging community citizens.

Giving back because they have been directly or indirectly impacted by the cause

Ability to use lab skills and contribute to community







Helping others

they see the value of allowing students space to express themselves

Helping the next generation—for their specific community.

making sure their time is well spent.

Supporting the arts and contributing to their community

They don't want people to be isolated or alone

Supporting schools and students

Feeling effective and connected to others but not stressed by doing the assignments







Flexibility and their connection to our mission so they feel they're providing meaningful impact.

supporting public health and removing barriers of eye/health care inequality in our community

Having time to help.
Paying it forward

helping others, an opportunity to meet new people

Supporting a community they were are a part of or have worked with before.

giving back to community

getting meaningful work experience, sharing their skills and being useful, learning from experts

Contribute to continue the work







Engaging in community during retirement years

Public health and emergency preparedness interests

Believes in our mission, wants to help

Empowering the young people in their lives.

Make a difference in the environment for not only wildlife, insects, plants, but also for the people interacting with it.

Make an positive impact on kid's lives and their family

Food insecurity as they may have faced it

This person needs volunteer hours for school, likes to play, and is not afraid of rain/cold water.







They use our space frequently, want to care for it

They are concerned about our clients who have limited healthcare options.

They care about protecting the environment.

Making a connection to people in a meaningful way

Someone willing to spend several hours doing online training.

making others feel included and valued

Professional development and giving back to the community.

school service hours needed







They want to give back to their community and help others invest in the well-being of their city

Feeling like a part of the team

Helping to prevent plastics and other contaminants from getting into the oceans by cleaning up our streams and the trash that gets into them. Meeting new people and seeing art/history from new perspectives

Make good use of their free time.

Can balance work/travel/family life with making a difference to older adults.

Help a person organize their space. Support a person through a crisis

Creating a positive impact on your community







Their hours, whether they can do it during the summer.

Use your skills, opportunity to grow and learn, make a difference in a child's life.

Your goal of giving back becomes a reality and it becomes a two-way street. You may get back more than you give.

We have first and second graders who need help learning to read.
Opportunities to help available. Virtual. One-on-one. An hour a week between 9:00 and 3:00 pm. Training provided. Join us!





Our goals/views align

Be a volunteer, become a friend Quick after-school volunteer activity onboard a tall ship!

You can see the differences in the park with just a few hours of work

We may be just what you're looking for!

Your help matters

We have opportunities here that could help you further your education in the medical field. You could get hospital experience, which will look great on a résumé.

Way to meet their neighbor and be supportive with issues







We've shared this opportunity with lots of advance notice so you can plan your schedule around it

YOU can make a difference in ending hunger

Join a team of fellow minded people

Get your steps in and stay active

Help us get glasses on more kids faces by uploading vital medical information into our Electronic Medical Records System! Educate your community

Do you remember when you were in an after school program? Do you remember the staff or volunteer who made a difference to you? We want you to be that person to a youth.

make them feel like they are helping THEIR community







Fight hunger by growing food to support local food banks!

Help the children in your neighborhood school (insert name of school) learn to read.

"If you identify as BIPOC and would love to support our unhoused community please volunteer with us!"

Be a volunteer and be a part of our TEAM!

You have the opportunity to create global citizens

Help make a difference and have fun while helping children with special needs play sports! Be ready to help when a public health emergency happens. Sign up now.

Your energy is so vibrant, you would do such a great job connecting with the kids



You're one relationship away from making the greatest impact

the work you're doing with our organization is qualitative, tangible, and motivating. the things you will learn while volunteering with us will last you a lifetime and assist you in the future.

We value your skills

Won't be doing any filing but WILL be working as part of a team that is building and sustainining a fun and dynamic older adult community.

Here is a way you can use your strengths and interest

With just 30 minutes a week, you can make a huge impact on a student's life and help them catch up to grade level!

If you are looking to support our community in any way shape or form, and honor history, join us Use an example from a current volunteer so they can see themselves in that role "Jim comes each week to play cards with the elders in our community, helping make people feel seen and valued"





Your action matters....express it and become a volunteer!

In a short amount of time, you can have a big impact on the life of another person

Accompany a high school girl through her high school journey.

we love that you resonate
with what we do, and we
totally agree we wish we all
had a program like this
growing up! we'd love to
have your help in making
sure more students get this
opportunity as well

Being a volunteer in the hospital may get you the connections you need for further education, jobs, etc. You could ask all the questions that you feel necessary to make it a little easy easier for you

Help animals get adopted, and have fun at the same time! The work you do today immediate tangible, visual impact, but also helps sustain and build the food sources and habitat for an increasing return of our beneficial, native insects and wildlife.

Help end systematic poverty by teaching youth financial literacy and entrepreneurship.



Your impact will preserve the history that founded South Florida.

You matter and you can be the difference in the lives of our students.

Anyone can make a difference by putting a smile on a elders face through music, games, socializing, one on one visiting to enrich individual life journeys from the mindset of institutional care.

Students are becoming disenchanted with science education- we are committed to inspiring wonder in learning again.

Ready to be part of the change, Let's connect

Great hands-on experience.

Let us pave the road for our next generation.

Being a positive influence and professional resource to others. Leave a positive impact by coaching and teaching leadership/networking skills to others who are new in your industry.





Mentoring: a path to healing by sharing your story

Small amount of time with a huge reward!

Yes the economy is unstable, but you can help stabilize someone's life by bringing Seniors who are homebound meals for the week.

Our organization enriches the community through diverse performing arts experiences, volunteers are the face of the organization to the patrons, they make patrons' experiences memorable

If you're interested in connecting to the community by working alongside other engaged seniors by helping a child build confidence in math, we are the place for you. It couldn't be easier to get start

Your warm welcome could make all the difference to a new neighbor in our city.

Volunteer with like-minded people interested in environmental and conservation projects that also help provide nearby greenspaces for neighbors in at-risk communities.

our mission meets your interests in volunteering



Hunger is a need that we all can address. Let's put food on the shelves.

No experience needed, just a smile and willingness to help!

People in our community need your support and need friendly companionship. Are you passionate about fighting hunger and providing nutrition education? Support our cooking classes! Work with staff to facilitate fun, lively, and informative classes for participants.

As we're building our new greenspaces and parks in the East End, come meet neighbors and help us build these new spaces.

Location

May not have the luxury of time to volunteer. May not feel confident in their ability to teach someone else to read.



Having a full time job

Commitment.

Time

Can't commit to a weekly 2 hour shift

Time commitment

Transportation if a youth

Grandkids

timeslot and commute – this is during lunch hours across Los Angeles..







Too many steps to get going

time commitment

Worried about their ability to be a mentor

Access to a personal vehicle - not required but certainly makes it much easier

Doesn't fit with my schedule

Transportation/Parkin

Time

time commitment/weekend opportunities only







Overloaded with current commitments

Feeling intimidated by working with people with special needs

The 8-9 hours of online fema training required.

Not enough time.

Reference checks required

Health or they are busy on the date of the opportunity

Don't like working outside.

Long process to get started







Time Commitment

Location

timing weather

onboarding is a lot! We have a lot of Department of Health requirements

Fear of being underqualified and afraid they will not receive adequate training/support

Already overcommitted

scared to try something new, Physical limitations, or lack of childcare Worried about getting sick from home visits







Intense environment

Don't have a car.

the volunteer roles dont meet their interests

Long term commitment

Schedule conflicts, time commitment, extensive training, etc. Availability for shift needed

Community outreach such as not knowing how to reach out or find the volunteering oprotunities.

Their availability doesn't meet our needs







Not local to our on-site volunteering opportunities

Weekly commitment

they are not confident they know enough about plants. Being new around seasoned volunteers can be hard to break through

Job/ area of volunteer site

Can't come during the week when our staff is available but need to bring a very large group.

Vaccination requirements

Long term time
 commitment (weekly) Changing schedules
 periodically - Too many
 other commitments - Not
 good at math



No interest in the types of volunteer opportunities

Overwhelmed by life.

How long....how often

The program commitment parameters

Complexity of onboarding process

lack of confidence with technology

They are worried that they do not have the science knowledge to successfully lead students through our shipboard science programs. (we train for it!)

Limited resources







Out of state which makes onboading a bit of a pain in regards to background checks

Family, traveling no interest

They are worried that someone is going to ask a question they won't be able to answer. (Outreach Events)

We are far away from densely populated areasmany people travel to volunteer with us.

Don't like to talk to someone I don't already know

Onboarding process

Only wants online volunteering

Technology challenged







Time commitment, limited flexibility in terms of schedule, assignment not meeting their needs

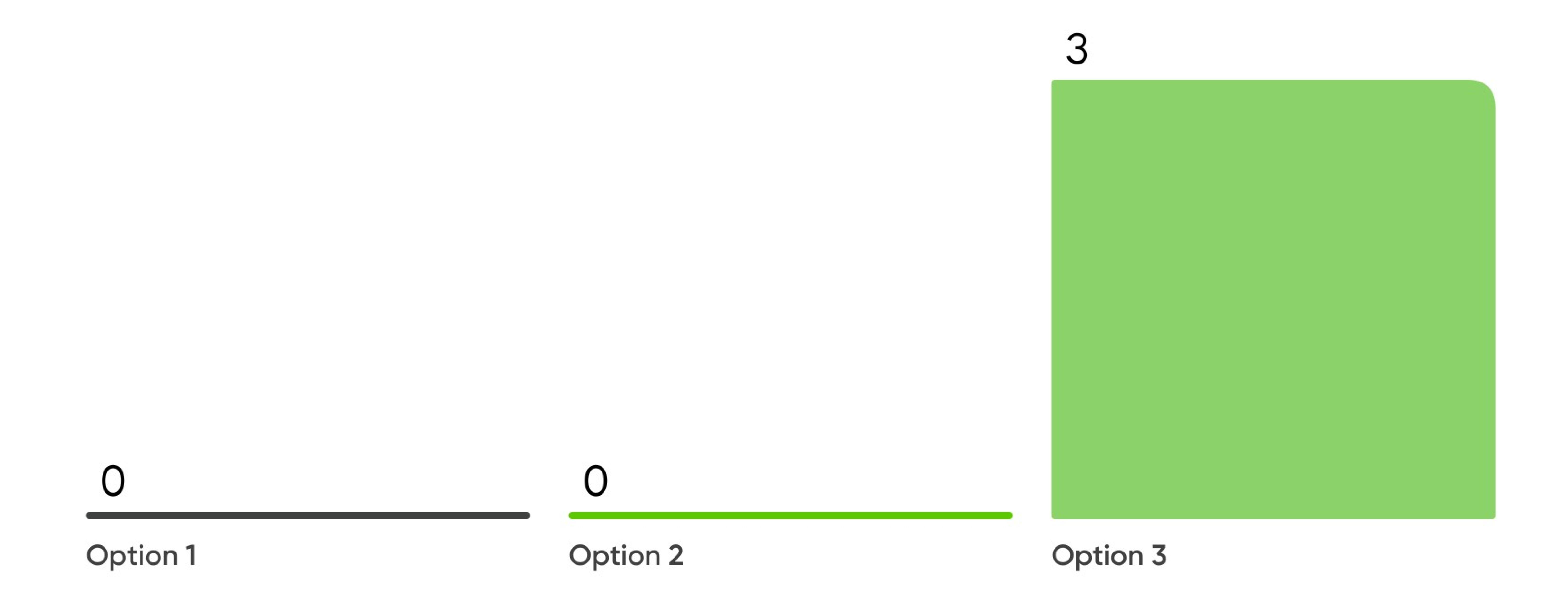
Your selfless sacrifice will help to preserve the history that founded South Florida

We are very flexible to your schedule. Share your talents what ever you enjoy whenever you like. Plus, get your foot in the door to open opprotunities to further your medical career.





# What could you say to them to overcome this barrier?

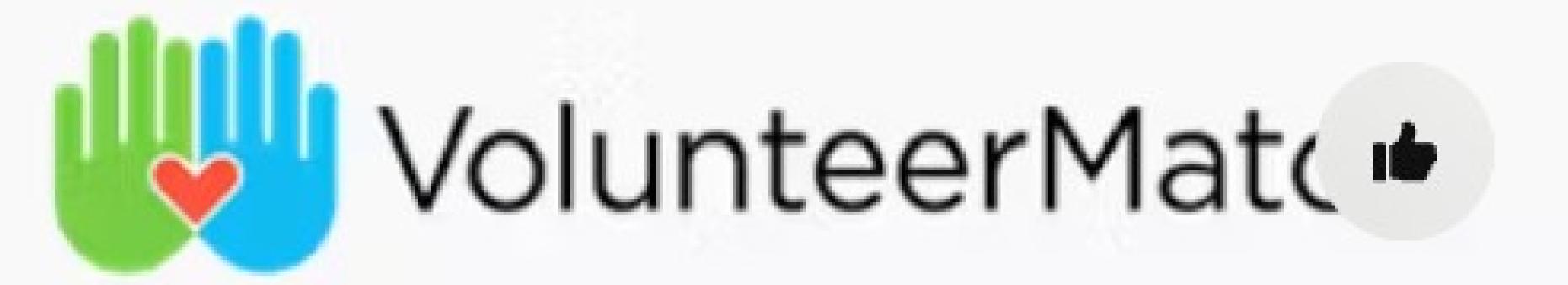


# What's next?



#### Get ready for Follow Up Communications!

- Recording and slides + position description template will come to you tomorrow.
- Review (or build) your position description to support Persona development.
- Consider who's volunteering for this role now, and who else could be a good fit (aspirational.)
- Give yourself an hour of focus time before we meet next
   Wednesday to review the template and prepare.





# Thank You!

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