Principles of Volunteer Recruiting

FOCUS: Know what kind of activities you want done and, therefore, what kinds of people you want.

INITIATIVE: Find out where these kinds of people are likely to be and go after them. Do not wait passively for just anyone to walk in.

SHAPE: The position to the person whenever possible, rather than vice versa. When you do this, more of the people you initially attract will complete the process and become actual recruits.

HAVE: A good volunteer program all the way through that includes orientation training, recognition, good staff relations, etc. People will hear about it and your recruiting job will be that much easier.