



2017 SMP/SHIP National Conference

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Everything You Think You Know
About Recruiting Volunteers Is
Wrong

What we'll cover

2

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consultant,
and SHIP
TA Center

- A strange exercise to show you that you're your own worst enemy when it comes to recruiting volunteers
- How to do recruitment the right way
- A preview of the SHIP TA Center's recruitment testimonials

Why recruitment goes wrong

1. The goal of recruitment: “just enough of the right volunteers.”
2. Primary tasks in recruiting volunteers:
 - ✓ Getting people’s attention
 - ✓ Giving them a reason to say “yes”

Exercise

- Find a group of intelligent, compatible, new faces: 3-4 people per group.
- Say 'hello' really quickly.

Instructions

- Read classified ads
- Pick **2 best** and **2 worst** recruitment ads
- Exchange views with others in group: which, why

A “good” recruitment message...

- ...is one that attracts the kind of volunteer you are attempting to recruit.

Important subtle point

- We're not trying to recruit you.

Recruitment the easy and effective way

1. Build a good intake system

9

- Most volunteer recruitment efforts fail because the organization doesn't have a smooth and welcoming intake system for prospective volunteers.

Hobson & Malec, 1999

- 49.3% received offer of assistance
- 69.3% did not receive name of person answering phone
- 26.4% were not referred to appropriate contact person
- 48.7% were not asked for contact details if contact person not available
- 70% of those who left contact information did not receive a return call

Instant gratification:

11

- Major common mistake is not getting back to potential volunteers quickly enough - “quickly” means within 24 hours these days.
- Don’t need a full response, just an “echo” or an acknowledgement. It should sound friendly. Info packets that you can email people are a good way to buy time.
- Train people who answer phones on exactly what to do when a prospective volunteer calls.

2. Use no-brainer recruitment

- Encourage staff and volunteers to tell people they know about volunteering: “talk it up”
- Post signs about areas of activity: “If you like this what we do and you’d like to be involved in it, talk to...”

More advanced note:

13

- “Word of mouth” recruitment is very effective but if it’s the only kind of recruitment you do it is also a very effective way to kill your volunteer program...

The Danger:

□ Cloning



3. Learn to ask

- A direct face-to-face request for someone to volunteer will work about 70% of the time – at least to get them to check things out further.

Powerful phrases

16

- “We need your help...”
- “You were recommended as the best person for this job...”
- “Here is where your background and experience makes you perfect for this...”
- “This is what we can accomplish...”
- “You can be in charge of...”

4. The Internet works

17

- Volunteer matching sites
- Program web site
- Social media

VolunteerMatch, 2006

How many volunteer opportunities did you list with VM last year?

- | | |
|--------|------|
| □ 2% | None |
| □ 1-5 | 65% |
| □ 6-10 | 19% |
| □ >10 | 14% |

VolunteerMatch, 2006

On average, how many people responded to each listing?

- 2% None
- 44% 1-5
- 26% 6-10
- 14% 11-15
- 14% >15

- The key to Internet recruitment is being able to get back to inquiries quickly and begin the process of cultivating a relationship.



5. Recruitment is about motivational buttons

21

- Need
- Solution
- Fears
- Benefits

Motivational appeals to seniors:

- Life is a continuing journey with never-ending opportunities.
- New bridges are being built to new generations - you can help.
- Your experience, wisdom and talent are needed and will be valued.
- Your freedom and autonomy will not be compromised.
- You can experience the unique satisfaction of a “relationship with a purpose” again.



23

Summing this all up

The slide features a white background with a horizontal bar at the top. The bar is divided into two sections: a solid orange rectangle on the left and a solid blue rectangle on the right. The text "SHIP TA Center Testimonials" is written in white, sans-serif font within the blue section.

SHIP TA Center Testimonials

Overview

25

- **We asked Steve, “How can we help SHIPs recruit volunteers at a national level?”**
 - ▣ ...and then we took his advice
- **What did we do?**
 - ▣ Interviews with diverse volunteers from CA, IA, MI
 - ▣ Short videos from edited interview footage
- **Where will they be and when?**
 - ▣ SHIP Center website and You Tube channel (summer 2017)
 - ▣ *Coming later in 2017: state-branded versions for each SHIP*

Challenging
Intellectually

Make a Difference

Variety



26

Demonstration

Contact Us

27

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Questions?

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