



VOLUNTEER RECRUITMENT – A GOLDEN MARKETING OPPORTUNITY

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DID YOU KNOW that volunteer recruitment is an excellent opportunity to educate the public about our mission and generate excitement about St. John Ambulance?

In order to successfully recruit volunteers in today's environment we have to think and act like marketing experts. All agencies are vying for volunteers and statistics show that good volunteers are becoming more difficult to find. There is no single 'right way' to recruit volunteers. When possible, it is best to utilize a variety of recruiting means because the more people see or hear of something, the more likely they are going to remember it, and perhaps want to get involved.

Use every available media source

These include television, newspapers, radio announcements, flyers, personal contacts, advertising with volunteer centers, and word of mouth – whatever the budget allows. Make sure to present your organization and its programs in an honest, positive, and enthusiastic manner.

Distribution of printed advertising

Develop and distribute eye-catching flyers, pamphlets or brochures describing SJA and the benefits people would receive from volunteering with us. An effective brochure should include information about the organization, i.e. the organization name, logo, phone and fax numbers, email and website addresses. The brochure should also present engaging headlines, subheadings, and short, easy to read blocks of text. If your brochure is too busy, you will lose the attention of viewers. A brochure needs to *hook readers in* on the front third of the page. Don't try to tell them everything; leave the reader wanting more. **Ask yourself:** Will this information make the reader want to find out more about our organization?

Tap into the marketing power of testimonials. Current volunteers are the most effective salespeople. They have experienced the benefits of volunteering first hand and had the same questions and concerns as most potential volunteers. By including testimonials from existing volunteers along with their photo (head-shots or close-ups) your brochure will have more marketing impact. The photos allow readers to imagine themselves actually volunteering with SJA. Minimize the use of those "unidentified volunteer performing indecipherable task, surrounded by smiling children" images that almost every recruitment brochure contains

Word of Mouth

This is still the most effective means to promote your organization. Make sure to take advantage of any opportunities you may have to tell others about SJA services and volunteer positions available. The best volunteer recruiters are volunteers who are happy with our organization who can tell their story at meetings or gatherings of membership.

Remember the majority of people who volunteer do so because they were asked. Sometimes we can't wait for volunteers to offer their services in a particular area, but may need to solicit their help in time of need.

Resources: Charity Village www.charityvillage.com and Energize www.energizeinc.com

DID YOU KNOW?

AN INFORMATION SHEET FOR ST. JOHN AMBULANCE