Four F’s of Volunteer Recruitment

Fast

When a volunteer contacts you or you meet a potential member at an event, they expect a response within about 24 hours. Otherwise, they will go somewhere else.

Flexible

Volunteers in today’s world are very busy. They want an assignment that meets their own needs. If they go to the lake or the shore in the summer, then find a task that works with those hours. If they go south for the winter, then shape their work around that.

Focused

Volunteers want to know what is expected of them. They want specific goals with measurable outcomes. They want to know what it takes to be successful.

Fun

They also want to have fun. The social component of volunteer participation is a critical part of what makes membership in your organization meaningful. Relax, be curious, and enjoy new members!