



VolunteerMatch

10

Are you currently using:

40

VolunteerMatch Only

Idealist Only



Both VolunteerMatch & Idealist



17



Neither



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





Did you attend or watch the Kick Off or Position Description Sessions?

Carbon Contraction of the second second



Yes - attended both live



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the recordings

15







Nope



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





Talk to a manager/colleague

11% Complete the worksheet













Recruitment Workshops

Over the next Month we'll cover: • Recruitment messaging Post connection communications

Series Kick Off Position descriptions

Catch up on previous sessions:







VolunteerMat 🖝

Why Personas? What are they?

or a volunteer:

overcome barriers.

- A volunteer persona is an outline of an idealized or aspirational volunteer.
- Help understand motivations, and outline barriers. Craft recruitment messaging to meet motivations and
- If you don't know who you're looking for you won't know how to find them, or what to share.

Used regularly in marketing, web design, and other fields where you want to know and understand a customer, a user,





having a hard time getting started

4-H Parents

Established in career

Young Adult with a couple of hours to spare before dinner. College Student

College Student



College era

Retired



College Students

College students and retiree

college students



retirees

entry level to midlevel professional



Retirees

Newly retired



Retired Individuals

Retired Teacher/Educator Retiree

Retired

Health Professionals

25-35 years old,



retirees

Young professionals looking to make connections through service



Homeschool Parents

Over 18 ideally with some experience communicating individually with others **Energetic Retiree**

middle age, parents specifically

College Students

Early career professional without too many work commitments.



Recent retiree who wants to balance their new found time with volunteering. Flexible time commitments.

Young professional



Retired

People with flexible jobs that are able to volunteer during the day and own a trained pet Retirees looking to establish community development

retired educators

individuals interested in medicine/optometry

55 years and up



College Students

Working parents who want to give back in community with their family



Teenagers

15 and older, love to have adults, college students and retirees. Newly retired and retired individuals outgoing

Retired educators looking to volunteer in elementary, middle, or high schools retired farmers who have ties to the farming history of our local area who are available during weekdays

Young professionals



A person who works part time or from home who wants to learn more about training dogs

Passionate 21+ year olds



Long term committed retirees

College student or early professional with math skills high school students looking to build professional skills during the summer months

Retired educators who are seeking an adventurous classroom. Phsyically capable retirees able to do weekly 4 hour shift

diverse personas: retirees, 3-5 years into career, leaders or more senior in career; Ages 25-65, passionate about community, people person genuinely likes making connections



Young adult with a flair for dressing and design, who likes to craft and who wants to cut down on fast fashion waste

People looking to enhance social and technical skills



Work/Life balance replaced with travel/volunteering balance.

New retirees whose job included using Microsoft Suite available for 3-4 hours during business hours. Teaching credential applicants

People who enjoy spending time with kids and had an hour a week to make a significant positive impact on our local students. Individual studying Emergency Management or Public Health

OT, PT students interested in building mentormentee relationships in community care environment



Person living with breast cancer

The fulfillment of having a positive impact on the life of a child in foster care. Perhaps being the one reliable adult in their life.



Helping children improve their reading skills.

Applying to teaching credential program or thinking about applying.

It offers some variety from what they do at work on the weekends without interfering with their social life and sleep. It relieves stress and introduces them to people they don't know in the community





Professional development, networking opportunities, contributing to their communities

Wants to connect their coworkers to the community. Excited to champion group volunteering for their corporate team. Retired wants to be productive.

They want to make a positive impact on the lives of our youth.

college student without a job, that has time to volunteer 15-20 hours a week, that need money for school and loves to help teach others

Gives me a sense of purpose. Like being youth.



re-engagement , community connection

young people looking for work experience



They see our tallships on the water and want to be involved. In their volunteer experience they get to use fire hoses, talk like pirates, and tell people that they swab the deck.

They want to pay it forward

It's a regular part of their weekly routine 1 day per week.

Flexible schedule and can volunteer during the day during the week. They want to volunteer with their pet and make a difference in the community. Specifically the special needs community. For retirees, it is a way to flexibly spend their extra time and connect with their community. As a local history museum, it would also be a way to connect with their own past and childhood.

Forming meaningful connections, helping older adults get nutrition



They are looking to gain job training in the field of childcare. Looking to see if childcare is the way to go for you career? Come volunteer with youth 5-12 yrs old and test the waters.

The satisfaction of working with shelter animals, and getting them adopted.



experience with data entry and processing medical forms. good for college students/young medical professionals entering the workforce looking to pad their resume and network in public health

Flexible and cyclical volunteering ops. Connection with other older adults and community building . "Return the favor" - give back in appreciation of what help they got in the past

To give back

One hour a week to make a significant positive impact by helping local students learn to read.

Wants to helo wildlife



Flexible schedule that allows the person to utilize their lab skills or interests during the day

Flexible times, show their passion for their community , share attractions to visitors meet new people from all around the world,



They want to be involved on the build site but only have time in the morning. They will feel a sense of community and meet new people.

I want to earn service hours for my college resume

One day (8hours) project, Looking to support older adults in their community. They will learn new skills and earn a sense of fulfilment

For a couple of hours each week, you can support seniors who are homebound in your community by delivering meals to them and build relationships with individuals in your neighborhood. Interested in a personal connection with others. Flexible schedule. Has a passion for working with elders living in a nursing home. Fulfillment knowing that they have improved a person quality of life

Wants to connect with their community, serve marginalized people and make the world safer



Personal connection to our mission. Building their resumes. Wants to help our families

They currently dont have the skill set and wants to grow their network. Motivated and hungry to add a great experience onto their resume.



Wants to be involved with kids' 4-H club

Minimum 1 hour to spare at mealtime, wanting to improve quality of life for vulnerable individuals, will receive satisfaction of making a difference for others and making personal connections very flexible, giving a few hours during the day while their children are at school. They would be able to connect with young adults and become a supportive influence in a client's lives.

Seeking someone who is retired who wants to assist other older adults with services, offering companionship Want to engage people, explore career opportunities. Fulfillment and new information / experiences.

Had a teacher/coach, etc. in school that made a big impact on them



They want to share their skills and talents with the next generation.

Wants to share their passion, hobby, skills with kids



Real life exp. in developing Emergency Management plans Want to develop their skills in Emergency Management Resume builder

Volunteers at our facility create structure in their week, connect with others in similar stage of life, get the satisfaction of doing something productive that helps others. Talk like pirates is really the best!

Is willing to host a puppy full time In their home, attend 2 classes per month. Helping to change the life of a person with a disability. They will learn dog training best practices. giving back, have insights & life experiences to share, often learns from young talent, promote internal opportunities to mentees, connect colleagues to mentees, looking to become a professional coach

They want to contribute to making the next generation productive citizens.



Wants to give kids important life skills

Develop interpersonal skills for to round out intangible professional skills. Meaningful human connection & support for client base. Feel that they are providing support for clients.

How do I volunteer to be a pirate opportunity???? LOL

Onboarding requirements must be fulfilled during regular work hours Thy also get to thoughtfully furnish their apartment and wardrobe at a discount (thrift shop),while getting their own things that don't spark joy a new home or recycled.

Onboarding process may be too long or not aligned with their schedules; Wants to help sick and injured wildlife by assisting in the hospital. Better?

We lack staff and lead volunteers to train and supervise them, both during operating hours and off hours.



Not enough time



Commitment, plain and simple.

Fear of the unknown (environment) Long term commitment requirement

hard to ask for volunteers when there are similar paid roles low stipend amount, not enough time

Busy and changeable daytime schedules



lack of awareness

Time commitment



Not knowing what opportunities are available for their age.

Insecure in their ability to communicate science despite training. Long application/clearance process (training, TB results, background check)

Required background check and drug testing

Unaware of our mission. Or may be unaware of the flexibility group volunteering can have.

Scheduling for work or long vacations



Commitment of time and support for a child in foster care.

Their jobs don't give them the flexibility to volunteer



Unknown opportunity. Assumption you have to be catholic. DOH requirements are a lot!

Scheduling conflicts & lack of volunteers per volunteer team.

Might be the levels of vetting (which we can't change). Orientation and getting fingerprinting and driving checks.

scheduling and inconsistency of shifts, lack of awareness specific requirements are not advertised well so volunteers are intimidated to start

Our required time commitment is 10-15 hours per month and a minimum of 12 months. We are a Court Appointed Special Advocates (CASA) program



8 month commitmet Evening hours

General awareness about opportunities / onboarding process includes an assessment with pet



Available time, inconsistent schedule, receipients of volunteer work not gracious, clearence proces

Regulated training

One-hour, weekly commitment for duration of school year (no shortterm option)

Commitments such as babysitting and part time work in their retirement keep some people from volunteering; others have a fear of making a weekly commitment Onboarding process must be completed during regular business hours

Fear that they will have responsibilities beyond their skill or comfort level



not having consistent availability. lack of a legitimate volunteer plan/program in the past

Cost of LiveScan



Pirate ships still sail when it's raining- many interested volunteers end up being fair-weather sailors.

Make a long-term commitment to the Brooklyn Community that fits into your busy life! commitment, platform fatigue, unresponsiveness from mentees, not enough data on impact of program, feedback from mentee not always provided

college course schedule, need for paid work Raising a puppy is hard. It is a big ask House breaking is a pain. We are located too far away from where they live. Their heart may be broken when the puppy leaves and becomes a service dog.

Our onboarding process; people fill out our application, but then don't follow up (background check, etc.)



We don't have a central location and meeting place. Feeling connected sometimes requires their initiave.

pre-testing and certifications



Having to commit to a regular weekly shift of 3 hours

great benefits, minimal service requirement, fun, age requirement of 18+ Difficulty finding parking

responsibilities and expectations in your role as a volunteer. Intense background check and paperwork

Long term commitment required and must go through a background process, but the impact volunteers make on Patient health can be life changing for both the patient and the volunteer



An establised volunteer corps -hard to integrate new ones.

It feels better to work within an unjust system than to do nothing especially if you are helping advocate for clients.



Flexible, no experience required

That it's a significant commitment from onboarding through actual volunteer work. But the difference being made in someone's life is profound. how they support the mission

We have various tasks, times throughout each day, and can have shifts with a minimum of one, not just the max capacity for any shift. One hour, one day/week, same time/same day each week.

What seeking is doing several different things



We paint homes for older adults. You dont need any prior painting experience and we provide all materials and equipment.

Pick your own schedule. Largely people engagement. Opportunity to design their own experience.

Don't have to have tutored before

Fun! Work with kids

Even though its behind the scenes this is how it benefits the community

Commitment is flexible, according to your needs.

Great volunteers, satisfaction of knowing they helped to get animals adopted quicker. We provide all training, we pay for 1/2 the background check, it's a great place to volunteer

2-hour shift, once a week minimum requirement.



You may interact with homeless folks in the area. Be prepared and be nice to them

Same day/time each week whole school year.



Just how much of a difference they are making in someone's life. Their time could mean the difference between someone having food in their home or not for the week.

Our volunteers are fun & care about each other, sharing a cause is very satisfying, we pay for the onboarding process and are very responsive in the process, training is provided You make a difference in the life of a patient. And in your own life.

Only 6 visits required per year, fingerprint card required, them and their pet are working directly with kids and adults with special needs. Get to see the impact they are making every visit Investing in the Future

They drive older adults to the grocery store every other week or go on their behalf. Approximately 2-3 hours 2x/month. Flexible! Evenings and weekends, too.



Residents may rarely leave their floors, or have a visitor , if not for a volunteer.

Kids under the age of 16 must be accompanied by a parent, they cannot do community service unsupervised



Working with children (first and second grade)

Sometimes you are the only outside interaction someone might have with another person for the week. Training, flexibility for schedule, opportunity to shadow a current volunteer to see if this is a right fit, supporting mission, benefits of volunteering

Significant time commitment.

We go through a rigorous and expensive background check process - that we pay for. Once you start we want you to continue to show up!

Lots of training required



making a difference in the live of a patient facing a terminal illness, creating a relationship and trust early on

We are a special, positive, supportive community. Our dogs are truly amazing. Being out in public with a pup in training builds community and confidence in the human handler.



We want you to feel trusted and valued

great benefits such as free uniforms, familiarization tours, minimum service requirement





What's next?

Get ready for Recruitment Messaging! Recording and slides + Personas template will come to you tomorrow. • Review (or build) your Volunteer Persona to support Recruitment Messaging 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.











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