

CREATE A RECRUITMENT STRATEGY

*The responsibility of recruitment lies with the whole Club. All members should be involved and aware of the Club’s recruitment strategy. Everyone working together to recruit new members will result in more success rather than leaving the recruiting in the hands of a couple of committee members.*

Think about potential volunteers as consumers. There are a lot of ways motivated individuals can give their time and talents to your club. Decide what your club offers that is special and might draw in potential members. This step might include implementing a recruitment strategy.

The objective of a recruitment strategy is to examine and plan every aspect of volunteer recruitment in your club.

**Format**

Re-examine why you need volunteers in your club:

* How many volunteers do you need?
* What do you want them to do?
* When will you need the volunteers?
* For how long do you need them?
* What demands will be made on the volunteer?
* Who will be making these demands?
* What authority will the volunteer have?
* Who is the volunteer answerable to?
* What support is there for the new volunteer?
* Is there time available fir trained volunteers to work with new volunteers?
* Will you club accept and be open to new volunteers?
* What sort of people do you want in these roles?
* What skills do they need?

Plan you recruitment strategy campaign and present it to your club committee looking for additional suggestions from members. Consider the following:

* Checking past and present membership lists
* Organise a recruitment drive using current volunteers to promote the club and its activities
* Holding ‘bring a friend’ social events
* Using the local newspapers – classified ads, letters, feature article etc.
* Organising a volunteer ‘pledge’ scheme among current members
* Produce specific club volunteer information kits
* Introduce a volunteer apprentice scheme for present members
* Produce fliers and send into all houses in the community
* Make a video clip/viral video about the club
* Have an information stall in local shopping centre etc.
* Offer to present information sessions at local schools and colleges
* Running community information evenings
* Talking to other groups in the area

It is also essential that you have role descriptions for all volunteer roles in your club before trying to recruit. These descriptions will need updating annually and it is advised to involve the current position holders in the review.

**Recruitment Suggestions**

*Members*

Your members are your best source of volunteers. Ask if there are family members who may like to get involved (encourage family involvement). Members may also have contacts at work or in the local area.

*Former members/Participants*

These are an excellent source of experience and knowledge. Often people who may be retired or semi-retired may have more time and would enjoy more club involvement.

*Supporters*

A valuable group of people who may not always be aware of committee roles and club needs.

*Local Schools and Colleges*

Students are often looking for practical experience and could welcome this opportunity.

**Word of Caution**

*Make sure you are getting the right people!*

* Resist the temptation to take everyone who contacts you. Have a selection process in place
* Plan your recruitment strategy well in advance and ensure it is ongoing
* Spread the tasks across more people to lighten the workload. Ensure roles are realistic loads for volunteers
* Be honest in your description of your club

**SUMMARY**

* Plan your recruitment strategy well and present it to your club committee
* All relevant information should be distributed as widely as possible
* All information should be attractively presented and be:
  + Clear
  + Concise
  + Correct
  + Courteous (‘user friendly’)
* Follow up any possible leads/interest shown in volunteering
* Ensure names and contact detail are clearly visible and up to date