

RECRUITING VOLUNTEERS FACT SHEET

Before you begin recruiting volunteers you need to first consider your target audience, what key messages you want to get across and where you will find them.

Below is a list of low-cost volunteer attraction ideas to assist you with your recruitment.



Word of mouth

- Talk to existing volunteers and invite them to bring friends along
- Talk to clients about volunteering
- Conduct presentations/talks to different groups i.e. Rotary, Schools, Seniors Citizen Clubs

Internet/Websites/Social Media

- Where possible have “Volunteer” or “Get involved” on your website home page and Twitter and Facebook
- Seek out local community Facebook groups
- List volunteer vacancies with Volunteer West , Seek Volunteer, Go Volunteer or other online volunteer sites
- List vacancies on local councils’ websites
- Direct mail and e-newsletters



Schools / TAFEs / University

- Give presentations to students
- Pin up fliers on the notice boards and place notices in school newsletters
- Send information to career advisors, head of departments and placement coordinators
- List vacancies on university websites and Twitter and Facebook platforms

Promotional Materials

- Do an annual mail out of posters to libraries, schools, churches and community organisations in your area - you can get a list of contact details from your local council community directory
- Put up posters in places where the volunteers you are after go -i.e. hairdressers, cafes, shopping centres, medical centres, hospitals, shop windows
- Advertise with local businesses and places of worship/libraries/neighbourhood houses/community centres

Local Media

- Advertise in the free “what’s on” or “community calendar” sections in local newspapers
- Send through a good news story about a volunteer - write it for the paper and provide a photo Community service announcement radio i.e. 3CR / 3RRR where you may be able to get an interview

Events & Expo

- Come and try days
- Piggyback on community festivals/markets/council websites/fundraising events i.e. BBQ, car boot sales