

**Recruiting Volunteers**

When you are starting your process of recruiting volunteers, we have some assumptions:

1. That you have buy-in from across your organisation
2. That you have appropriate policies in place to support and protect volunteers and your organisation
3. That volunteers will be covered by your insurance
4. That you have an idea of the role volunteers will be doing, which is supported by a Volunteer Role Description

If these factors are in place, then you are ready to start recruiting.

When looking to recruit new volunteers for a role, the first place to start your search will be close to home. Think about getting the message out through your website, your social media channels, through any other channels of communication you may have (newsletters, events, etc), and through your network of existing supporters, staff and volunteers.

The most common reason people site as to why they do not volunteer, is simply that they haven’t been asked.

So now you know – it’s time to ask! If you know someone who may be suitable for a role, just ask them!

Top tips for recruiting volunteers:

* Tailor your recruitment strategy to the volunteer you would like to recruit (for example, if you would like someone with artistic skills, target volunteers studying an arts course)
* When working with other organisations who can help you to recruit volunteers (including the media or press), use it as a good opportunity to sell your organisation and build some new relationships
* Make sure you have your role description ready to go, so that you can follow up any enquiries
* If you are just looking for one volunteer, then once you have recruited the perfect volunteer, remember to pass this message on to whoever you have instructed to help you in finding them. If it is the press they may like to run a follow up story, a university or other organisation may like to congratulate the individual, and all will need to know to stop advertising the role (or at least put it on hold).

**Recruiting volunteers checklist:**

Assuming that you have already exhausted your own contacts and avenues to recruit volunteers, here is a checklist of other places to advertise for volunteers in Norfolk.

* **Your local Volunteer Centre or CVS**

This is Voluntary Norfolk! Get in touch with the team at volunteercentre@voluntarynorfolk.org.uk or see [www.voluntarynorfolk.org.uk](http://www.voluntarynorfolk.org.uk)

* **Local Universities & Colleges**

Both the UEA and NUA promote volunteering opportunities to their students. You can contact the volunteering service at the UEA or the careers service at NUA.

You may also like to try colleges such as Norwich City College or Great Yarmouth College, if so it is usually most fruitful to contact the careers service, or course leaders.

* **The local press or media**

The EDP, the Advertiser and the Evening News are always interested in stories about charities and volunteering. Make friends with a local journalist, or send a press release to newsdesk@archant.co.uk You could also approach parish magazines and newsletters.

Local Radio stations are also receptive to these stories, especially community radio stations, here are some ideas and links to their websites

BBC Radio Norfolk [www.bbc.co.uk/radionorfolk](http://www.bbc.co.uk/radionorfolk)

Future Radio [www.futureradio.co.uk](http://www.futureradio.co.uk)

Greatest Hits [Greatest Hits Radio, listen live (radio-uk.co.uk)](https://www.radio-uk.co.uk/greatest-hits-radio)

KL1 West [www.kl1radio.co.uk](https://kl1radio.co.uk/)

Alternatively, if you have a budget to recruit volunteers, you could pay to advertise in the media.

* **Businesses**

If you are looking for volunteers with particular skills, you could always go straight to the source! Local businesses are usually happy to share information to their staff about community activities as part of their CSR agenda. You could also ask for them to share any social media posts.

* **Events**

Having a stall at a local community event or festival can be a great way to recruit volunteers.

* **Posters, leaflets and postcards**

Creating some attractive literature that can be placed in appropriate venues to attract the right volunteers is a great idea. You can usually display leaflets in libraries, job centres, at Voluntary Norfolk, GPs, shops, cafes, community centres, sports centres, religious centres… Get creative!

A word of warning: Make sure that your literature reflects your organisation and the role you would like to recruit for. Avoid clip art! This will be the first impression that potential volunteers will receive and will decide whether they contact you or not.

* **Online recruitment websites**

Voluntary Norfolk has its own [volunteer recruitment website](https://vcconnectsystem.org.uk/VoluntaryNorfolkVMS2/VolunteerOpportunities/OpportunitySearch) and [Facebook Group](https://www.facebook.com/groups/949227235866913/)

The national do-it website is another great volunteer recruitment website.

[www.do-it.org](http://www.do-it.org)

REACH volunteering is an online resource which advertises high level volunteer roles, so is perfect if you are looking for committee members or strategic level volunteers. [www.reachskills.org.uk](http://www.reachskills.org.uk)

Some employment recruitment websites also advertise volunteer roles from charities. Some do this for free, and other charge, so make sure you ask! The Guardian Jobs website, Third Sector Jobs and Charity Jobs are all worth contacting. LinkedIn can be used to search for potential volunteers, and they have also recently created a non profit arm, where you can advertise for volunteers. [www.nonprofits.linkedin.com](http://www.nonprofits.linkedin.com)

**If you would like more information regarding volunteer recruitment, get in touch with Voluntary Norfolk at**

**volunteercentre@voluntarynorfolk.org.uk**