

Recruitment Strategies - What's worked for you?

Thursday, July 24, 2008 at 3:00pm EDT

Discussion Notes

What's Worked?

Online Recruitment Tools

- Social media sites (e.g., Facebook)
 - Some agencies won't allow the use of social media sites because of worries relating to content control
 - It is possible to use Administrative controls for content
 - These could be used by applicants, members, staff, etc.
- Online calendars
- Effective Ads & Marketing
 - Idealist, VolunteerMatch
 - Useful language discussed creating a positive change and making a difference

Using success stories in the local media

Challenges?

Finding committed and qualified applicants

- Expectation level of member doesn't match the program's
 - Volunteer position versus a job
 - "Paid Internship"
 - Activities clearly described during application process
 - Current members on the panel describing service, etc.
- Increasing applicant pool
 - Dealing with applicants looking for a job versus serving
- Using phone interviews to prescreen applicants
- Name recognition, recruiting for unpaid positions is very hard.