A Sample of Effective Volunteer Recruitment Strategies

What’s the number one reason why people don’t volunteer? Because no one has asked them!

- **Host a Volunteer Opportunities Open House** - Make it interesting with door prizes, if possible.

- **Provide Volunteer Orientation/Training** - Provide detailed information on what employees can expect and what impact the project will have on the community.

- **Host a Brown-Bag Lunch** - An information session where employees can come during their lunch hour to hear about volunteer opportunities, including a diverse sample of nonprofit organizations.

- **Spread the Word** - Talk about the volunteer project with everyone you know. Wear an employee volunteer program t-shirt and let people know that you’re involved.

- **Employee Newsletters** - Feature the project in department and team newsletters.

- **Previously Scheduled Meetings** - Make announcements in department and team meetings.

- **Employee Invitations** - Ask the volunteers who have already signed up to help recruit additional volunteers.

- **Senior Management Encouragement** - Ask senior management leaders to send an endorsement and recruiting letter to the team. Their support and participation can encourage employee involvement.

- **Table Tents** - Set up table tents in the cafeteria or employee lounge.

- **Paycheck Notices** - Place special reminders in paychecks.
- **Provide a Visual** - Post “before” pictures near sign-up sheets so that potential volunteers can see where they will be volunteering. Remember to post “after” pictures when the project is completed.

- **Involve Nonprofit Partners** - Ask your local nonprofit partner to write a letter or visit the office to encourage your employees to volunteer. Have a nonprofit ‘volunteer fair’!

- **Invite Friends and Family** - Many employees are more apt to volunteer if they can bring friends and family members along. Talk with your nonprofit agency to make sure the project is youth-friendly and pass this information on to your employees.

*Please note: If you are including children of employees, there are special things to consider: Are there age appropriate activities for children? Are there enough adults to supervise the children? Make sure to talk to your nonprofit partners in advance so that they know some employees may be bringing children.*

- **Join Your Local Corporate Volunteer Council** - A Corporate Volunteer Council (CVC) is a coalition of local businesses that either have active employee and/or retiree volunteer involvement programs or are interested in initiating such programs. CVCs are a great venue for businesses to share effective practices including recruitment strategies. To learn more about CVCs and to find one near you, go to [http://www.pointsoflight.org/corporate-institute/corporate-offerings/corporate-volunteer-council](http://www.pointsoflight.org/corporate-institute/corporate-offerings/corporate-volunteer-council)

- **Consider Including Community Members** - If you are organizing your own project, inform your local HandsOn Action Center or Corporate Volunteer Council so that they can tell community members about your project.

For more information on workplace volunteering, contact the Points of Light Corporate Institute at [CorporateInstitute@PointsofLight.org](mailto:CorporateInstitute@PointsofLight.org)
The Points of Light Corporate Institute is the go-to resource for community-minded companies looking to build and expand effective employee volunteer programs. With our global network of 250 affiliates and a team of experts, we can help you create a customized volunteer program, engage your employees, learn best practices, network with other leading companies, and gain visibility for leadership and excellence.

This work is licensed under a Creative Commons Attribution-NonCommercial 3.0 Unported License. To use or distribute this resource, please attribute publication to the Points of Light Corporate Institute. For more information, please visit www.pointsoflight.org/corporate-institute or contact The Points of Light Corporate Institute at corporateinstitute@pointsoflight.org.