

volunteer recruitment tips

**Where to source Event Volunteers**

**To help you recruit volunteers:**

**Define clear roles**Clearly-defined volunteer roles will make it easy for interested people to see if they have valuable skills for those specific roles. Rather than a generic plea for help, a concise job description can help a volunteer make the decision to get in contact with you to say, ‘I can do that!’. Some people are better at working in the background, some are great with people or with figures; it’s discouraging to be assigned a task that is not a good fit so respect your volunteers by assigning a responsibility that is both enjoyable and challenging.

**Make the value proposition clear**   
*Why* should people spend their free time at your event helping out? Make it clear the benefits they will get out of helping out your event.

**Finding volunteers:**

**Ask people you know**  
People like being asked and they are more likely to say yes if they know the person asking them.

**Ask your volunteers to bring a friend**…especially anyone that might be a good fit for the job. Ask your volunteers to promote their volunteering at your event on their social media to ask their networks if anyone would like to join them. Give them the summary of info they'll need to spread the word. The easier you make it for them to share, the more likely they'll pass the message along.

**Social media**Reach out on social media to ask for volunteers. Search for and connect with Facebook and LinkedIn groups that overlap with the event’s cause or theme.

**Be around town**Set up an information booth for your organization at your local farmers markets and common areas about town.  This helps raise awareness of your need and get folks on your ‘interested volunteer’ mailing list.

**Maximise your volunteer webpage**Instead of simply listing opportunities to help your event on the volunteer page of your website, use your volunteer webpage and event’s Facebook page to engage your volunteer community.  Invite volunteers to post their pictures, videos and stories; share your photos and videos from past events; link to your online sign up form; and write blog posts with updated stories and guest posts of how your event is making a difference in the community. Share this all on your social media.

**Post on volunteer websites:**

**GoVolunteer + SeekVolunteer**Register at <https://govolunteer.com.au/find-volunteers> which posts your need on both govolunteer.com.au and [www.volunteer.com.au](http://www.volunteer.com.au) (SeekVolunteer). This is free for qualifying Australian volunteer involving organisations with valid insurance only. Qualifying organisations are generally not for profit, but exceptions can be made on a case by case basis for those demonstrating genuine 'value add' roles for volunteers. You can create a page for your organisation, post your event on their community events page, and receive Expressions of Interest to your email.

**Volunteer Match**  
[www.volunteermatch.org/nonprofits](http://www.volunteermatch.org/nonprofits) Free for non-profits to post volunteering opportunities.

**The Grey Nomads**Email a short paragraph to [editorial@thegreynomads.com.au](mailto:editorial@thegreynomads.com.au) detailing the work volunteers would be doing, the location of the event, the dates volunteers are required and contact details and The Grey Nomads will post it on [www.thegreynomads.com.au](http://www.thegreynomads.com.au)

**VolunteeringNSW**www.volunteering.nsw.gov.au/volunteer-now/organisation-log-in  
This is a free service available to not-for-profit organisations in NSW with current Public Liability Insurance and Voluntary Workers Insurance. They have numerous resources as well, such as a Volunteer Recruitment Campaign Toolkit: [www.volunteering.nsw.gov.au/resources](http://www.volunteering.nsw.gov.au/resources)

**Connect with groups:**

**University, TAFE and high school students**Especially students in a course of event, tourism or hospitality management or in a field related to your festival such as sports management or arts.

**Service clubs**Search out local service clubs such as the Lions, Apex, Rotary, Rotoract or CWA or the town progress association. Ask for their help well in advance, and as personally as possible (i.e. not by email). See if the festival can help their club in return such as by putting up their signage, promoting them on social media, or providing a fee for running the gate, for example.

Finding nearby service clubs:

Find service clubs near you at [www.mycommunitydirectory.com.au](http://www.mycommunitydirectory.com.au) or [www.clubsofaustralia.com.au](http://www.clubsofaustralia.com.au)

Lions clubs are listed at [www.lionsclubs.org.au/contact](http://www.lionsclubs.org.au/contact)   
Rotary clubs are listed at [www.my.rotary.org/en/search/club-finder](http://www.my.rotary.org/en/search/club-finder)

RSL clubs are listed at [www.rslnational.org](http://www.rslnational.org)

**Invite groups**Not only are you filling multiple spots but people can see the day as something fun to do with their friends! Search for Scout Troops, sports teams, employers, running clubs, women’s clubs, etc

**Talk to other organisations about their volunteers**  
You’re not in competition in your community, so talk to other organisations about where they found their volunteers, and gather tips to help find your own.

**Use local resources:**

**Broadcast via local media**    
Many radio stations, newspapers and television stations offer free volunteer postings to non-profits.

**Connect with your Council or RTO**  
Your council or regional tourism organisation may have a database of volunteers you can tap into.

**Keep your volunteers for next year:**

**Build a volunteer community**   
Create a social group of your volunteers and create opportunities online and offline for the volunteers to connect. Bringing the group together at a social event can be both informational and fun and will make volunteers feel like they belong to a team. This is powerful motivator for volunteers to participate year after year.

**Show appreciation!**   
Be sure to show your gratitude early and often: volunteers want acknowledgement and a thank you. It’s amazing how far appreciation and a simple thank you will go. It could be a simple thank you letter follow up post event, or a free lunch on the day. It’s often a simple gesture that makes all the difference. Recognising people’s efforts isn’t hard.

**For more great tips:**

[https://eventstant.com/10-tips-recruit-manage-volunteers-event](https://eventstant.com/10-tips-recruit-manage-volunteers-event/)