Recruiting Methods

Method	Advantages	Disadvantages	Example
E-mail	§ inexpensive and immediate § easy to forward and reply	§ reaches only those who reveal their email address	§ treasurer § large projects needing lots of volunteers
Social Media	§ inexpensive and immediate § mailing list does not have to be maintained	§ reaches only those who have "friended" your page	§ large project needing lots of people § special event
Twitter	§ inexpensive and immediate	§ no control as to where it goes	§ large project needing lots of people in a hurry
Flyer/poster	§ broadcast to wide audience	§ impersonal § perception of junk mail	§ workshop § special event
Ad in newsletter	§ broadcast to wide audience § only interested parties reply § can target specific skills	§ time lag § impersonal § expensive	§ office volunteers § special event
Ad on own website	§ broadcast to wide audience § only interested parties reply § can target specific skills or duration	§ might not be suited (non member) § reaches those connected	§ technology projects
Ad on website that lists volunteer opportunities	§ wide scope of people; contact if interested	§ might not be suited (non member) § only reach those electronically literate	§ board members § committee members with specialized skills

Method	Advantages	Disadvantages	Example
Article in local or regional newspaper	§ broadcast to subscribers	§ miss people who do not subscribe § cannot control content of article	§ opportunities listed in article
Speaker at meeting	§ captive audience § group enthusiasm	§ people feel you are putting them on the spot	§ a particular projects § large project requiring episodic volunteers
Contact a group	§ they find volunteers	§ message of what you want could be lost	§ large projects requiring lots of volunteers
Seen in action	§ have track record that might or might not be valid	§ risk taking them from another project § must ask them	§ helped at an event and likely able to assume more responsibility
Recommendation	§ have track record	§ have to find people who can make recommendations § must ask	§ board members § opportunities requiring specific skills
Unsolicited	§ wants to help	§ might not have a suitable opportunity now § unknown how will operate	§ almost anything
Group needing a project	§ they find or have found volunteers § can be a continuous source	§ not always convenient § erratic skill level	§ projects requiring sheer numbers
Volunteer recruitment event	§ time efficient § can have more elaborate presentations § group enthusiasm	§ might not be convenient § cost to present	§ projects requiring sheer numbers § interest groups in becoming involved