

# PROMOTION AND RECRUITMENT

**“The best recruiters available to you are satisfied volunteers who tell others about their work, encouraging participation and commitment.”**

**-Sue Vineyard**

Remember: Don't start a bang-up promotional campaign until you have your policies and procedures (volunteer job descriptions, etc...) developed and ready. You will want to have developed meaningful and worthwhile jobs for those volunteers you will be recruiting. Keep in mind that you need to recruit the right volunteers for the right jobs; making the match is very important to the ongoing success of your program. There may be situations where “warm bodies” are the type of volunteers you need and other times where you want to target your recruitment to attract volunteers with certain skills and motivations.

## **Publications**

Ellis, Susan, “The Volunteer recruitment (and Member Development) Book,” 2002.

**\*\*Available from the volunteerism collection in Delaware Public Libraries.**

## **In this section:**

- Calculating the economic impact of volunteers
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- How to register your organization with Volunteer Delaware
- How to Write a Volunteer Position Description
- Description of volunteer position template



**DELAWARE HEALTH AND SOCIAL SERVICES**  
Division of State Service Centers State Office of Volunteerism  
Governor's Commission on Community and Volunteer Service

# CALCULATING THE ECONOMIC IMPACT OF VOLUNTEERS

From the Points of Light webpage: <http://www.pointsoflight.org/resources/research/calculator.cfm>

How does one put an economic value on the time volunteers give to an organization? Traditionally volunteer time has been estimated using a single dollar value for all types of volunteering. The *Value of Volunteer Time*, which is updated annually, is made available by Independent Sector. The current Independent Sector rate is \$18.05 per hour.

Use of a single value assumes that all volunteers are doing jobs that are of equal value. However, it can easily be shown that this is not true when considering the potential cost of replacing a volunteer with paid staff. A volunteer performing a professional task such as accounting is worth more in the market place than that same volunteer doing gardening.

How, then, can a realistic economic value be put on volunteer time? By putting a value in what volunteers do at the task level.

The *Economic Impact Of Volunteers Calculator* created by the Points of Light Foundation makes this possible. It estimates the appropriate wage rate for volunteer time based on what the person does, the value of specific tasks according to market conditions as reported by the US Department of Labor. Organizations can use the Calculator to determine the value of the time their volunteers give doing a wide variety of volunteer jobs.

To use the calculator, search for the job description using the drop-down box. Then enter the number of hours given by all volunteers performing that particular task. Repeat this task until all volunteer positions have been entered. The system automatically calculates the totals for each job category and for the total across all volunteer jobs.

CALCULATING THE ECONOMIC IMPACT OF VOLUNTEERS

Job Title:

Hourly Rate:

Hourly Benefit:

Number of Hours:

Total:

CALCULATING THE ECONOMIC IMPACT OF VOLUNTEERS

Job Title:

Hourly Rate:

Hourly Benefit:

Number of Hours:

Total:

CALCULATING THE ECONOMIC IMPACT OF VOLUNTEERS

Job Title:

Hourly Rate:

Hourly Benefit:

Number of Hours:

Total:

CALCULATING THE ECONOMIC IMPACT OF VOLUNTEERS

Job Title:

Hourly Rate:

Hourly Benefit:

Number of Hours:

Total:

Grand Total:

# Creating Boomer Friendly Volunteering Opportunities, Part One: Restructuring Existing Opportunities

## Issue

The baby boomer generation seeks volunteer opportunities in which they can make a meaningful contribution without a substantial time commitment. Additionally, they are not satisfied with meeting the needs defined by an organization, but are looking for opportunities

The baby boomers represent a vast pool of potential volunteers. An eclectic group, one thing they share is that their approach to volunteering is considerably different from that of the previous generation, in part because they have less leisure time than other adults, and claim to feel stressed more often. This effective practice highlights strategies for transforming traditional volunteer opportunities into ones that are short-term and flexible, appealing to the needs of the baby boomer generation.

## Action:

According to D. Scott Martin, there are several strategies volunteer managers can use to modify traditional volunteer opportunities:

**Substitution.** If it just has to be done every day, week or month, try creating the position of *substitute*: volunteers who are willing to be on-call and fill-in temporarily for volunteers in traditional jobs as their schedules permit.

**Job Sharing.** Why not assign two volunteers to the same opportunity? They may be given the same responsibilities, or different ones depending on their individual skills. You might identify the two volunteers to job share or you could ask the new volunteer to recruit a job-sharing friend. The volunteers follow a prearranged schedule or work it out among themselves week by week.

**Rotation.** With this option four volunteers might take turns filling a volunteer assignment, each working for a period of just three months out of the year. Such an arrangement might work well for snowbirds or seasonal workers.

**Segmentation.** Can a labor intensive position be broken down into more manageable short-term opportunities? For example, a special event coordinator might be replaced by several short-term volunteers each working on one piece of the overall work plan.

**Team Volunteering.** Assign multiple volunteers to the same client, each having a specialized function. For example, instead of just one volunteer being assigned to a homebound senior, a care team is created. Perhaps one volunteer likes giving emotional support, another handling finances and a third doing housecleaning. No one volunteer has to do it all -- making the load lighter for everyone.

**Telecommuting.** In this scenario, a volunteer provides the service from home or some other off-site location using technology. A good example of the application of this strategy is in the area of mentoring. School-based mentoring can be a fairly inflexible assignment. However, volunteers who cannot go into the school on a regular basis can still participate through e-mentoring, the exchange of e-mails over the Internet. Whether the volunteer is at work, overseas on vacation or at home, all they need to do is to get on their laptop and send off an e-mail to their mentee. E-mentoring is not a replacement for face-to-face mentoring, but it can be a way to involve a greater range of volunteers in the experience.

## **Context**

More and more companies are restructuring jobs to retain and attract retirement age baby boomers. The non-profit sector needs to follow suit by creating boomer-friendly volunteer opportunities.

In order to satisfy the requirements of more baby boomer volunteers, make it your goal to create a continuum of volunteer opportunities. These opportunities should offer potential volunteers a range of options across the following four dimensions: skill level, duration

## **Outcome**

Recruiting volunteers from the sizable group of baby boomers will make volunteer programs stronger and more vibrant. Encouraging baby boomer volunteerism with volunteer ideology that makes sense to the boomers unique lifestyle creates a win-win situation.

## **Citation**

Martin, D. Scott. "Creating Boomer-friendly Volunteer Opportunities: Part 1: Restructuring Existing Opportunities." January 18, 2006, Charity Channel website at <http://www.charitychannel.com>.

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## How To Guide for Creating and Editing an Organization Account

**Easy to use** instructions for **creating an organization account** on our volunteer matching website. Once you have an approved account, you can post volunteer opportunities online and find volunteers to serve with your organization.

### Creating your account

1. Go to <http://volunteer.lenaweecf.org> and click the **For Organizations** link.



2. Click **Sign Up/Registration** on the left navigation menu.



3. Complete the form including location, primary contact, volunteer contact and a description of your volunteer needs. You will have the opportunity to add additional contacts once your account has been created. (**NOTE:** All fields marked with a \* are required.)
4. When you have completed the form, click the **SUBMIT** button at the bottom of the screen, a confirmation screen will appear and e-mail that the request has been received.

### **What Happens Next?**

Your request for an account will come to **VOLUNTEER Lenawee!** After we review it, you will receive an e-mail with the status of your request. Once approved, you'll be able to post volunteer opportunities! Newly posted volunteer opportunities will go through a similar approval process.

# HOW TO WRITE A VOLUNTEER POSITION DESCRIPTION

From [Joanne Fritz](#),  
Your Guide to [Nonprofit Charitable Orgs.](#)

There are many ways to write the position description but here are some components that you should cover:

## Here's How:

### **Position Title**

A specific, descriptive title provides the volunteer with a sense of identity and ensures that salaried staff and other volunteers understand this particular role. Steer away from descriptions that have to do with the presence or lack of pay. For example, why call the receptionist a "volunteer" receptionist? You don't say "paid" receptionist for a staff member.

### **Work Location**

Where will the individual be working? Can the work be done at home or only on site, or at a particular site? Make sure that there is public transportation near your work site/s so you can recruit people who might not have their own transportation.

### **Purpose of the Position**

How will the volunteer's work affect the project's outcome, clients, or mission? It is important to identify the expected impact for both direct service and administrative assignments so that volunteers will understand how important their work is.

### **Responsibilities and Duties**

Specifically identify the volunteer position's responsibilities and duties. Define what is expected from the volunteer.

### **Qualifications**

It pays to be very clear and concrete in listing qualifications for any volunteer position. Include education, personal characteristics, skills, abilities and/or experience required.

### **Commitment Expected**

What do you expect of the volunteer? Include Length of service, hours per week, hours per day. Include any special requirements such as weekend work.

### **Training**

List what training the volunteer will receive. Include general training that all positions receive plus any position-specific training for this assignment.

### **Other**

Include the date the description was written or the date that it was updated. List the volunteer supervisor's name and his/her contact information. Include information about how to get more information and who to call if interested. You might want to include signature lines for the volunteer manager and the site supervisor if appropriate.

# Template on Disk

## Description of Volunteer Position

**Position title:** \_\_\_\_\_

**Position objectives:** \_\_\_\_\_

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**Examples of work to be performed:**

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**Duration:**

Length of commitment: \_\_\_\_\_

Estimated total hours: \_\_\_\_\_

Scheduling

\_\_\_\_ volunteer's discretion

\_\_\_\_ as needed by agency \_\_\_\_\_

**Agency location/environment:**

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**Position qualifications required:**

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**Volunteer's benefits:**

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**Agency Staff :** \_\_\_\_\_ **Phone: -** \_\_\_\_\_