

**Volunteers are a powerful, not to mention cost-effective, resource! While you may indeed need extra hands behind the scenes to make your next event a success, it's important to take a step back and recognize volunteers as an integral piece within your big picture.**

**STEP ONE:**

Determine if you need volunteers, what jobs they will do, how long they will work, what requirements they need to fulfill, and how you will recognize their involvement. It is easier to recruit volunteers if you have a clear understanding of what they will do and they know exactly what they are signing up for.

**STEP TWO:**

Research your local Chamber of Commerce and Convention/Visitors Bureau and City Hall to see if they have volunteer sign-up platforms or groups already in place. Depending on your need, keep these three recruitment strategies in mind:

- A “targeted” recruitment approach is a personal ask to a small group of individuals that have a specific skill set or existing background with your work.
- A “broad-based” recruitment approach publicizes the volunteer opportunity to a much wider, even a public, pool of individuals. This approach helps attract a larger quantity and more diverse group of volunteers, though this means greater management and training responsibility on your end.
- A third option is a “concentric circle” strategy. This is when you charge your team and those closest to your work to explore their contacts and networks for potential volunteers.

**STEP THREE:**

Recruit volunteers. Be sure to capture all of their contact information. Do recruit a few more than what you will need in case of cancellations. There are also a variety of digital tools you may take advantage of, such as VolunteerMatch, VolunteerHub, and LinkedIn. As with any other opportunity to tell your story and motivate support, be sure to communicate how a volunteer will make a difference and note any inherent or added incentives.

**STEP FOUR:**

Communicate, Train, and Thank! Clearly communicate expectations and needs. Provide volunteers with the necessary training to succeed and to ensure a valuable experience for them. Thank them immediately and authentically. Appropriately cultivating the volunteer experience can open pathways to support in other ways. Volunteers are your first donors, they are giving you their most precious resource, their time.