

Volunteer Recruitment Checklist

Since many non-profits and membership organizations struggle to recruit volunteers, we've created a [Getting Started With Volunteer Recruitment](#) guide and Checklist to help volunteers and staff who are new to volunteer recruitment.

Once you've reviewed the Guide's general overview of the recruitment process, you can use this step-by-step checklist to help you get started.

*Please note: to make this checklist more effective, we've focused this checklist on **recruiting event volunteers**.*



1. Pre-Recruitment Planning

- ☐ **Gather a "Recruitment Team"** from among your existing volunteers (or Board)
- ☐ **Identify volunteer needs:**
 - Define specific volunteer assignments*
 - Determine how many volunteers you'll need for each job/assignment and whether you need additional team leaders or supervisors
- ☐ **Create volunteer position descriptions***
- ☐ **Create or Update Recruitment Tools***

2. Targeting Potential Volunteers

- ☐ **Start With Existing Volunteers:**
 - Identify previous volunteers to contact.
 - Review list of individuals who have offered to volunteer.
- ☐ **Recruit Within Your "Circle of Influence:"**
Have each recruiter create a list of potential contacts, including:
 - Friends
 - Family
 - Co-workers
 - Neighbors
 - Community members (at church; clubs; sporting teams, etc.)
- ☐ **Broaden Your Circle:**
Once you exhaust the family and friends list, you might need to widen your search by:
 - Writing a newsletter article or a post on your organization's blog or forum
 - Posting a video or photos of last year's event on your Facebook page and ask for new recruits
 - Putting an ad in your community newspaper
 - Posting a request through your municipal or state/province volunteer center
 - Posting a request at a local high school, or college student volunteer center

- Signing up with one of the volunteer matching sites*

☐ **Target Specific Skills or Needs:**

If you need volunteers with specific skills or experience, consider talking to:

- Local small businesses RE: pro bono services
- Individuals who have volunteered at similar events in your community (e.g. an auctioneer; member of a service club, etc.)
- Local companies that might be willing to organize their employees to assist with your event as a corporate initiative

Download this checklist (PDF)

3. Screening and Confirming A Commitment

☐ **Screen each potential volunteer:**

1. Create short-lists of volunteers in each job category
2. Develop screen process and documentation*
3. Interview each volunteer applicant and capture information from all interviews*

☐ **Determine appropriate roles** for each volunteer

☐ **Contact each volunteer** to inform them of their role

4. Follow-Up and Orientation

Effective follow-up communication and orientation can impact both an event's success and the volunteering experience. So be sure to:

☐ **Send volunteer confirmation:**

Send an email or letter with all of the pertinent details of their commitment.*

☐ **Conduct volunteer orientation(s):**

While orientation sessions will differ depending on the volunteer job tasks, you should provide training or orientation sessions for each group of volunteers.*

* See [Getting Started with Volunteer Recruitment](#) for details and more resources.



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