

# OBSTACLES AND SOLUTIONS

## RECRUITING ETHNIC MINORITY AND REFUGEE VOLUNTEERS

### How to address lack of diversity in volunteers

Diversity fosters innovation and brings in new perspectives and ideas

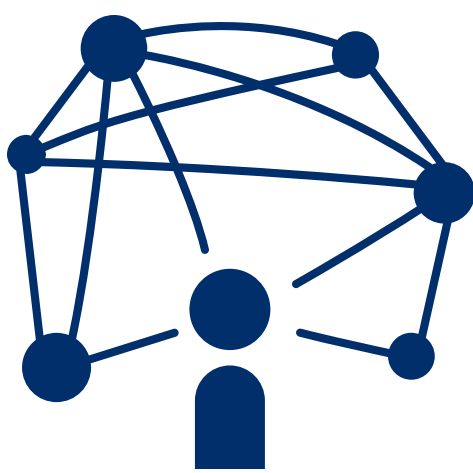


#### TO DO:

- Hire a more diverse staff
- Ensure you have protocol for those who face discrimination
- Personally invite volunteers

### How to spread the word

Raise awareness and improve communication to educate and inform about community efforts



#### TO DO:

- Reach out to minority media channels, businesses, and organizations to spread your message
- Provide informational materials to schools, college multicultural centers, and places of worship
- Set up booths at cultural festivals

### How to improve connection to the organization

Connected volunteers are committed volunteers. Improve connection to improve dedication among volunteers



#### TO DO:

- Ensure recruitment materials reflect the diversity being sought
- Develop inclusive messaging by translating social media posts and printed materials
- Connect and partner with community groups and organizations serving similar populations

### How to promote family volunteering

Cultural emphasis on family service rather than community volunteering can be addressed by encouraging families to volunteer together



#### TO DO:

- Provide opportunities for families to volunteer for both one-time and long-term needs
- Explicitly state in recruitment materials that families are being sought to volunteer together
- Ensure services give back to the community