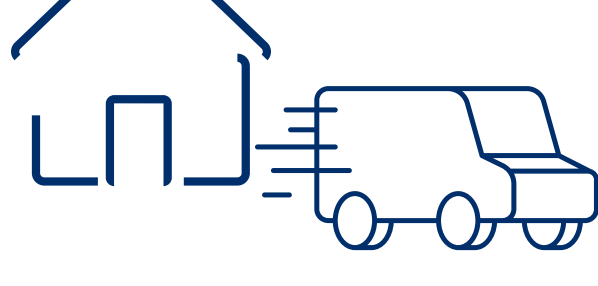


OBSTACLES AND SOLUTIONS

RECRUITING RURAL VOLUNTEERS

How to address lack of transportation

- ✓ Address the lack of accessible or reliable transportation to encourage rural individuals to engage in volunteerism



TO DO:

- Provide transportation to the volunteer site
- Provide volunteer assignments that can be completed at home

How to address lack of time

- ✓ Expand opportunities and volunteer base to engage volunteers

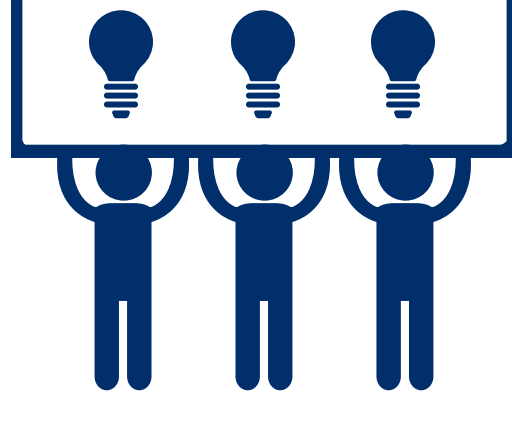


TO DO:

- Host episodic or one-time events
- Provide a variety of opportunities - project-based, team-based, various time shifts, etc.
- Look for new sources of volunteers who may have more time or flexible schedules such as youth and seniors

How to address lack of suitable opportunities

- ✓ Provide a variety of opportunities that will inspire confidence in volunteers



TO DO:

- Provide training for all education levels
- Create a variety of service opportunities: episodic, ongoing, project-based, team-based, various time shifts
- Develop positions for specific skill sets

How to address negative perceptions of volunteering

- ✓ Normalize volunteerism among the community to encourage all to be involved

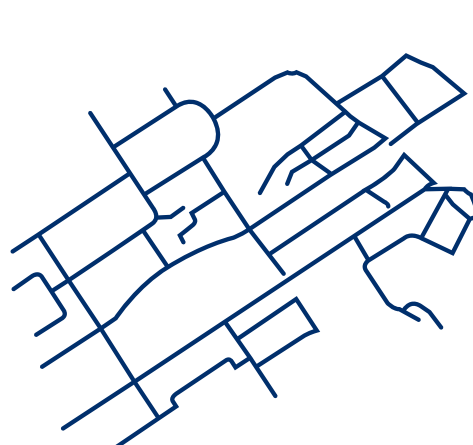


TO DO:

- Focus volunteer opportunities on giving back to the community
- Communicate benefits of volunteering to all involved
- Provide networking opportunities for volunteers and partner organizations
- Regularly highlight positive impacts of volunteering

How to encourage community involvement

- ✓ Individuals in rural communities are often separated geographically. Provide local opportunities for people to come together for a common goal



TO DO:

- Train volunteers for emergency and crisis situations
- Provide incentives to volunteer such as food or giveaways
- Teach marketable skills to help volunteers build their resumes
- Partner with existing organizations to avoid duplication of services and pool resources

How to involve rural families

- ✓ Encourage entire families, and individuals within families to volunteer by providing necessary resources



TO DO:

- Provide specific opportunities for families to volunteer together
- Provide childcare for young children

How to address communication barriers

- ✓ Unique barriers to communication exist in rural communities. Know what to use, and how



TO DO:

- Reach potential volunteers through schools, churches, and community centers
- Use newspaper, radio, and television to disseminate information first, then nonprint and agency fairs, word of mouth, and personal relationships
- Knock doors and go where people are