OBSTACLES AND SOLUTIONS RECRUITING RURAL VOLUNTEERS

How to address lack of transportation

- **TO DO:** Extend transportation to the volunteer site
  - Pars for local transportation
  - Volunteer assignments that can be completed at home

How to address lack of time

- **TO DO:** Host episodic or one-time events
  - Provide a variety of opportunities - daily, weekly, or monthly
  - Look for new sources of volunteers who can take time off for short term activities such as youth and seniors

How to address lack of suitable opportunities

- **TO DO:** Provide a variety of opportunities that will inspire confidence in volunteers
  - Project-based, team-based, various time shifts

How to address negative perceptions of volunteering

- **TO DO:** Normalization volunteerism among the community to encourage all to be involved
  - 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

- **TO DO:** Individuals in rural communities are often separated geographically
  - Provide local opportunities for people to come together for a common goal
  - Train volunteers for emergency and crisis situations
  - Provide incentives to volunteer such as food or prizes
  - Teach marketable skills to help volunteers build their resumes
  - Partner with existing organizations or local non-profits, and agencies

How to involve rural families

- **TO DO:** Encourage entire families, and individuals within families to volunteer by providing resources for families
  - Provide specific opportunities for families to volunteer together
  - Provide childcare for young children

How to address communication barriers

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