

OBSTACLES AND SOLUTIONS

RECRUITING UNDERREPRESENTED GROUPS

How to foster diverse and inclusive volunteer programs



Diversity fosters innovation and brings in new perspectives and ideas

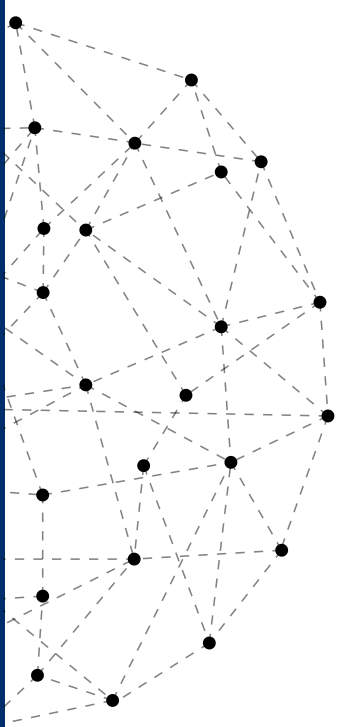


- Hire a diverse staff
- Ensure you have a protocol for those who face discrimination
- Personally invite volunteers

How to spread the word



Build and maintain relationships within communities



- Build relationships with media channels, businesses, and organizations
- Provide informational materials in multiple languages to schools, colleges, and places of worship and gathering
- Sponsor and participate in community events

How to improve connection to the organization



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



- 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

How to promote family volunteering



Encourage families to volunteer together



- 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