

Evidence Item 4

Develop a targeted outreach strategy to expand your volunteer network.

Targeted outreach strategy

Review the Volunteer Assessment (Handouts 2.1 and 2.2) and complete the outreach strategy.

Identify the segmented audience the organization wants to target:

Design a three-part recruitment message that briefly details and describes what your organization is looking for in a volunteer for that particular opportunity.

1. The statement of need should be drafted in two versions. First, create a version that's just for internal use. Second, create a public version that's more compelling to attract potential volunteers.

Internal:

External:

2. Explain how the volunteer can help. What can they provide? What hard skills and interpersonal qualities would make an individual a good fit for your organization? Be brief but explicit in terms of the most important qualifications.

3. Explain the benefit to the volunteer of working within your organization. What might a person accomplish by helping your group? What are the intrinsic and extrinsic rewards?