

Volunteer Recruitment

Engaging for Civic Change

When recruiting this generation of volunteers, keep in mind their motivations. Research shows that these volunteers are most often driven by a commitment to the organization's mission. It follows, then, that your richest pool of resources is already at your fingertips - it is your circle of established supporters.

Many of these volunteers also seek to keep their professional skills sharp. Therefore, one-to-one recruitment - matching an organization's specific need to a supporter's known skills and approaching that supporter - will yield a high rate of success.