



# Your Blueprint for “Next Level” Volunteer Recruitment



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# Introduction

Welcome to your customizable Volunteer Recruitment Plan—a dynamic blueprint designed to kickstart or revitalize your volunteer program. This guide will help you navigate how to identify your volunteer base, master communication strategies, and select effective outreach channels. And when you get to the end, you'll find a link to a template you can use to create your own volunteer handbook.

I hope you'll use these tools to harness the extraordinary power of volunteers and elevate your program to new heights.

## Empowering the helpers who help others

At the heart of your thriving nonprofit beats the collective pulse of dedicated volunteers—the true champions driving your mission forward. Elevating your volunteer recruitment strategy unlocks the full potential of your volunteer community. Armed with Bloomerang and this blueprint makes it easy not only to attract volunteers but to ignite a spark that fuels lasting engagement within your volunteer community.

## Comprehensive guide for volunteer recruitment

This guide will assist in the strategic planning and execution of your volunteer recruitment efforts. While this template provides a robust foundation, please tailor it to align with your organization's specific needs and objectives.





# I. Planning for success

## A. Setting objectives

- **Clearly define your goals**

Begin by defining the ambitions of your volunteer recruitment campaign. For example:

- **Our objective** is to engage a diverse and passionate volunteer base to amplify our community impact.
- **Our six-month goal** is to recruit 25 new volunteers.
- **Our one-year goal** is to secure an additional 25 volunteers by year-end or retain 90% of our current volunteer base.

- **Align your objectives with your capabilities**

- **Strategy:** Use Bloomerang to create seamless recruiting, onboarding, and engagement processes for volunteers, enhancing their overall experience and connection to our mission.
- **Tactics:** Build recruitment pages for your website, collect waivers, send automated email communications throughout the signup process, keeping them engaged with personalized and targeted communications throughout their volunteer journey, and track engagement metrics, using the feedback for continuous improvement.

By focusing on clear, attainable goals and strategically using the tools in your volunteer management software, you can create a robust framework for volunteer engagement that not only meets but exceeds your organization's needs and expectations.



## B. Crafting a detailed timeline

Establish a clear timeline for your volunteer campaign. Planning a thoughtful and realistic timeline to execute your recruitment campaign is critical. Here's how you might structure it:

### • **Month 1: Planning and preparation**

- Define the campaign objectives and key performance indicators (KPIs) to align with organizational goals.
- Make sure your volunteer recruitment and management processes comply with relevant laws and best practices, including background checks and safety training.
- Conduct a thorough review of Bloomerang capabilities and tailor features to align with campaign goals.
- Develop personalized messaging templates and communication strategies. Describe the application process for new volunteers. Outline the screening measures that must be in place (like interviews and background checks).
- Detail the onboarding process for new volunteers. List the training sessions and materials available to volunteers.

### • **Month 2: Pre-campaign awareness and outreach**

- Initiate pre-campaign awareness on social media to build anticipation.
- Prepare and finalize recruitment materials, ensuring they resonate with your target audience; consider planning a combination of social, email, virtual events, and personal engagement to introduce your program.

### • **Month 3: Launch and engagement**

- Launch the recruitment campaign through your chosen communication channels, using Bloomerang to segment communications.
- Host introductory events or webinars to engage potential volunteers and provide insights into your organization.
- Initiate full-scale email campaigns using Bloomerang, segmenting recipients based on engagement history, and use our [leaderboard feature](#) to spark friendly competition for the number of hours worked.

### • **Month 4: Application and screening**

- Collect and review volunteer applications, conducting interviews as necessary.
- Use Bloomerang to manage volunteer application data, tracking sign-ups, engagement, and conversion rates.

### • **Month 5: Onboarding and training**

- Conduct orientation sessions for new volunteers, integrating them into your community.
- Offer training tailored to specific roles and responsibilities.

## • **Month 6: Evaluation and feedback**

- Assess the overall success of the campaign against established KPIs.
- Conduct a comprehensive review of Bloomerang data and gather feedback from volunteers to identify successful strategies and areas for improvement.
- Optimize communication workflows based on data insights.
- Plan for future volunteer recruitment campaigns, incorporating lessons learned and refining strategies.
- Review both Donor Management and Volunteer Management data to determine the most engaged volunteers as well as the most likely to donate using the engagement meter.
- Send personalized and automated emails to recognize volunteer achievement, like the number of hours worked.

This timeline is just an example, but it demonstrates that a detailed and proactive approach can help to ensure you execute each phase of your volunteer recruitment campaign with precision.

## **C. Report on your key milestones and deadlines**

It's vital to the success of your volunteer recruitment campaign that you track and share progress. Here's a suggested framework to report on your key milestones and deadlines:

### • **Initial planning and compliance check**

- **Milestone:** Complete campaign objectives setting and legal compliance review.
- **Deadline:** End of month 1
- **Key actions:** Define clear, [SMART](#) campaign objectives and ensure all activities comply with relevant volunteer regulations.

### • **Awareness campaign launch**

- **Milestone:** Officially start the pre-campaign awareness efforts.
- **Deadline:** Beginning of month 2
- **Key actions:** Execute a targeted social media campaign to build anticipation and reach out to existing volunteers who are a good fit for the opportunity.

### • **Recruitment campaign kickoff**

- **Milestone:** Formally launch the volunteer recruitment campaign.
- **Deadline:** Beginning of month 3
- **Key actions:** Use chosen communication channels to disseminate recruitment materials and host kickoff events or webinars.

- **Volunteer applications and interviews**

- **Milestone:** Complete the application collection and candidate screening process.
- **Deadline:** End of month 4
- **Key actions:** Review applications, conduct interviews, and select volunteers using Bloomerang for streamlined management.

- **Volunteer onboarding and training**

- **Milestone:** Successfully onboard and train new volunteers.
- **Deadline:** End of month 5
- **Key actions:** Deliver comprehensive orientation sessions and role-specific training to integrate volunteers into the organization.

- **Campaign evaluation and feedback integration**

- **Milestone:** Comprehensive review of the recruitment campaign and integration of volunteer feedback.
- **Deadline:** End of month 6
- **Key actions:** Analyze campaign performance, track key metrics, solicit participant feedback to identify improvement areas for future initiatives, and send automated recognition emails based on your criteria.

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Bloomerang Volunteer is a huge answer to our volunteer management and communication questions. Our organization is growing quickly right now, which means the amount of volunteers we have is growing fast! Bloomerang Volunteer's custom forms have helped all our staff see everyone's information in one place. We can protect the children we serve, as well as our organization, because all staff can see each volunteer's qualifications.

**ANNA UNRUH**

Director of Community Engagement, Joy Meadows Foster Community



# II. Target audiences

## A. Volunteer roles and responsibilities

- **List and describe the volunteer roles needed**
- **Detail the responsibilities, skills required, and time commitment for each role**
- **Analyze your target audience**
  - **Demographics:** Define the ideal volunteer's age, gender, education level, and other relevant demographic information.
  - **Interests:** Describe interests or passions that align with your nonprofit's work.
  - **Skills and expertise:** Identify specific skills or expertise required (like event planning, social media, and administrative support).
  - **Motivations:** Understand what motivates individuals to volunteer (like giving back, gaining experience, or supporting a cause).

## B. Primary audiences

- **Engage existing supporters**
  - Engage current donors and supporters who may be interested in volunteering.
  - Use Bloomerang to identify individuals with a history of engagement.
- **Target prospective donors**
  - Target individuals who've shown interest in your cause but haven't yet become donors.
  - Use Bloomerang data insights to identify potential volunteers among prospective donors.

## C. Bring in secondary audiences

- **Community partners**

- Collaborate with local businesses, schools, and other organizations.
- Explore opportunities for partnership using Bloomerang.

- **Connect with employee volunteer programs**

- Connect with companies that encourage employees to volunteer.
- Use Bloomerang to track and manage relationships with corporate partners.



# III. Messaging



## A. Key messages

- **Impactful opportunities**

- **Emphasize the positive impact volunteers can make.** For example, you could say, “As a volunteer, you’re the heartbeat of our organization, driving positive change and transforming lives. Your commitment to our cause goes beyond time spent; it creates a ripple effect of hope, empowerment, and resilience. From mentoring the next generation to supporting vital community initiatives, your role as a volunteer is a powerful force for good. Join us in making a lasting impact, as every act of kindness, every skill shared, contributes to building a better world for us all.”
- **Highlight specific projects and their outcomes.** For example, “Imagine the profound impact you can have by being part of our upcoming projects. Last year, our dedicated volunteers played a pivotal role in organizing a community-driven literacy program, resulting in a 20% increase in reading proficiency among participating children. This year, we’re embarking on a new initiative to build sustainable community gardens, ensuring access to fresh produce for families in need. Your involvement can directly contribute to the success of these projects, leaving a lasting legacy of positive change in our community.”

- **Community engagement**

- **Communicate the importance of building a solid community.** For example, “At our organization, we believe a strong community is the bedrock of positive change. Incredible things happen when people come together with a shared vision and a commitment to making a difference. Volunteering is not just about individual contributions; it’s about forging connections, creating a support network, and building a community that stands united in the face of challenges. Your role as a volunteer is integral to this collective effort, as we work hand-in-hand to create a community that thrives on compassion, resilience, and shared purpose.”
- **Showcase how volunteering contributes to this goal.** For example, “Your dedication directly contributes to fostering connections, breaking down barriers, and creating a sense of belonging for everyone involved. From organizing neighborhood events that bring families together to participating in initiatives that promote inclusivity and understanding, your role as a volunteer actively shapes the fabric of our community.”

## B. Customizable email template

Subject: Join us in making a difference!

Dear [Name],

We hope this message finds you well. At [Organization Name], we're gearing up for an exciting journey of volunteer initiatives to maximize community impact. Your support, especially in [add specific achievements or areas of past involvement], has/have been invaluable, and we're eager to see the waves of change we can create together.

**Why You're Essential:** Your unique skills in [specific skill/interest of the recipient] align perfectly with our upcoming project, [brief description of the project], aimed at [specific goal or impact]. This is an opportunity not just to give back but to grow, network, and be part of something transformative.

**Ready to Step Up?** Sign up here [Bloomerang Volunteer link] and join us in making tangible differences. Your involvement means everything to us and to the communities we serve.

**Need more details or have questions?** Please don't hesitate to reach out to us at [your contact information].

Thank you for being pivotal to our journey towards a better tomorrow.

Warmest regards,

[Your Name and Position]

[Organization Name]

[Contact information]



Download the guide

### Pro tip

For even more customizable email templates that you can plug into Bloomerang Volunteer's email program, download our Ultimate Volunteer Appreciation Guide.



## IV. Recommended outreach channels

- **Target email campaigns**

- Use Bloomerang email features to send targeted campaigns.
- Segment your audience for personalized messaging.

- **Integrate postal mail**

- Integrate email with postal mail. This is a best practice you shouldn't skip.
- Target mailings to your best segment.
- People often receive the mailing and then go online to complete the application, so provide a link.

- **Share on your social channels**

- Share engaging content about your volunteer opportunities.
- Use Bloomerang social media integration to track engagement.
- Give direct contact information for getting in touch.

- **Host events and webinars**

- Host virtual or in-person events to promote volunteerism.
- Use Bloomerang event management features.

- **Integrate signup forms on your website**

- Integrate volunteer signup forms on your website using Bloomerang tools.
- Ensure a seamless user experience for potential volunteers.

- **Use word of mouth**

- Enlist current volunteers and staff to spread the word.

# V. Monitoring and evaluation

## A. Key metrics

- **Volunteer signups**
  - Track the number of individuals signing up for volunteer opportunities.
- **Engagement rates**
  - Monitor email open rates, click-through rates, and social media engagement.
- **Conversion rates**
  - Evaluate the percentage of interested individuals who become volunteers.
- **Feedback**
  - Outline methods for measuring the success of the recruitment strategy (like number of volunteers recruited and retention rates).
  - Describe how you'll collect and use volunteer feedback to improve future recruitment efforts.

## B. Adjustments and optimization

- **Review data insights**
  - Use Bloomerang reporting tools to analyze volunteer data.
  - Identify successful strategies and areas for improvement.
- **Feedback collection**
  - Gather feedback from volunteers through surveys.
  - Use insights to refine future recruitment efforts.

Feel free to adapt this template to suit your organization's needs and integrate Bloomerang for an effective Volunteer Recruitment Plan.

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We were able to bring the whole process of assigning volunteers into a self-sign-up model that made the process much easier.

**BOB BLACKSBERG**

Board Member, KlezKanada

### **A template for your volunteer handbook**

After tailoring your Volunteer Recruitment Plan, the next step is to create a [volunteer handbook](#). You'll need both documents to show your staff, board, and volunteers that you understand the invaluable role your volunteers play in your organization's ecosystem—their time and skills are the catalysts for change, making them the true luminaries of our cause.

[The Volunteer Handbook template](#) places your volunteers' needs and motivations at the heart of your program, emphasizing their pivotal role.

To paraphrase the legendary communications expert [Tom Ahern](#), “Make the volunteer the hero of your organization's story.” This simple yet impactful approach, centered on the personal pronoun “you,” shifts the spotlight onto your volunteers, underscoring their essential contributions: “With your support ...” and “Because of you ...” reinforce that volunteers are the true heroes, without whom your mission wouldn't be possible. This handbook is an ode to your volunteers, celebrating and acknowledging their vital contributions!

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The greatest benefit of Bloomerang was the ability to streamline the entire volunteer recruitment and management process.

**GRACE FUHR**

Event Director, Historic Milwaukee

# Unleashing the Power of Volunteers

Volunteers are the heartbeat of your organization, and their commitment, passion, and skills fuel transformative change.

## Using this template will help you:

- Streamline your recruitment processes, ensuring consistency and saving time across campaigns.
- Enhance volunteer match and engagement by defining clear roles and expectations to attract the right volunteers.
- Facilitate strategic insights by easily tracking and evaluating recruitment strategies and allowing for data-driven improvements.

With your dedicated volunteers and staff in partnership with Bloomerang, you're standing at the threshold of unprecedented possibilities. I hope you'll continue to strive, recruit, and soar, knowing that the impact you create today will resonate in the hearts of those you serve for generations to come.

Tour Bloomerang Volunteer



# The all-in-one giving platform

**Donor Management**

**Volunteer Management**

**Online Fundraising**

**Event Management**

**Peer-to-Peer Fundraising**

**Auction Fundraising**

**Payment Processing**

**Email Marketing**

**Reporting & Analytics**

**Integration Hub**



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[Bloomerang.com](https://Bloomerang.com)

   
@BloomerangTech

   
@Bloomerang

317.296.8100  
9120 Otis Avenue  
Indianapolis, IN 46216