



How Can I Help?

Long Term Service Recruiting

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Recruiting season is right around the corner. Recruiters will contact universities soon to register for fairs and to find out the best way to meet with potential volunteers. The recruiting time can be a long and tiring road- but hopefully one that is full of sharing stories and experiences of the former volunteer's experience.

Do you want to know how to do effective recruiting? Here are some helpful tips for recruiting on a college campus:

1. Know your contacts. Each university is different. Try multiple offices because each office has a different connection to students. Try contacting: Office of Community Service, Office of Campus Ministry, Office of Service Learning, and Office of Career Services. Don't stick to just one office, but reach out to all the offices. Each office has a different repertoire with students. You have a better chance of reaching a diverse group of students.
2. Reach out to ALL majors. There are many students from various majors that are interested in long term services. More and more students in the technical majors (engineering, architecture, nursing) are interested in long term service. Students want to use the skills they have learned in school in their volunteer experience. Try contacting the education, social work, nursing, theology, architecture, engineering, sociology, business, and English department. If you can speak to a class great- if not, get posters up in the buildings of these majors.
3. Use Alumni for marketing. Alumni make for the best marketing on any college campus. If possible, have them come back to recruit at the fair. Send to each university a picture of the alumni in the field with the organization in which he/she volunteered with. Give the university offices ready-made marketing with the alumni's information in both electronic and paper form. Send it to the alumni's specific school or department, career services and public affairs. See if the alumni can be profiled in a campus ministry bulletin or a school newspaper. Students will come to specific organizations at long term service fairs if they know an alumni is at the table.
4. Use technology. Almost every college student uses Facebook. Fliers and posters can be made and bought on Facebook and distributed. Use former volunteers to help create a network of friends who might be interested in long term service. Use pictures!
5. Be personal. Students are always impressed when program staff remember them. While that may be extremely difficult because of the number of students that are encountered, send a follow

up email, Facebook message, or even a phone call. Most students are very excited when they get a follow up phone call from the initial meeting.

6. Have fun. When recruiting at the fair, have fun. It might be the 20th fair of the season and it may have taken you two hours to find the fair location on campus, but be positive and friendly. If possible, stand in front of the table and be willing to talk to people walking by. Find a good balance of being genuine and welcoming but not too aggressive. Most students coming to a fair want information about opportunities, but they are overwhelmed by the options. Be positive and most importantly be you.

While the recruiting season must be very taxing, please know that universities and colleges around the country are grateful for your service. We know that personal interaction with the students is the best way of recruiting so we are thankful for you coming to us. Thank you for your commitment to service and for sharing your experiences with the communities you meet. I hope these tips are helpful to you and your organizations. Good luck

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