



Good Shepherd Volunteers Personalized Recruitment Tips of the Trade

At a Volunteer Fair

Use your Alumni Base as a connection with current students: Invite former or current volunteers to join you at a volunteer fair at the school they graduated from. If they are not able to attend, make a poster with their photograph, year of graduation and details on the service they performed as a volunteer with your program. Ask an alumna of your program who is also an alumna of that particular school to write up a funny or unique story/reflection on their experience as a volunteer. Display or distribute this reflection at the fair.

Make your recruitment table eye-catching and entertaining: display photo albums on your table for students to flip through while they wait to speak to you (this will also keep their attention). Display your resources-- brochures, newsletters, any variety of your program's marketing materials.

Give-a-ways and Raffles: Turn it into a game--When a student signs up for more information on your program, enter them in a raffle to win a free program tee-shirt, mug or mouse pad. It'll bring more students to your table and whoever wins will be advertising your program by wearing your tee-shirt, etc.! As for give-a-ways, candy never hurts... ☺

Identify what makes your program unique: The Good Shepherd Sisters run a fair-trade initiative, HandCrafting Justice (formerly known as the Global Women's Exchange). Since this is unique to GSV and we have volunteer positions with HCJ both domestically and abroad, we take the opportunity at a fair not only to create awareness or sell products, but to display the beautiful crafts and to help catch the attention of students passing by.

Connect: If a potential volunteer notes or alludes to a certain interest, explore that with them and make a connection to a possible related volunteer position for them. Make a connection between a potential volunteer and the mission of your program (if they have a certain skill, background or interest that fits your program, make note of it and share it with them).

Keep a potential volunteer fresh in your mind: Keep track of those you meet and a particular detail about them (after speaking to a student write down one fact about them, to help you remember them later on as well as to help spur a later conversation).

After/Aside from a Volunteer Fair

Address individuals: Instead of sending mass emails or letters, include the name of the potential volunteer that you found in the CNVS profile or that you met at a volunteer fair (you can still use the same email/letter, just cut and paste it while replacing the name of the addressee!).

Be timely: Return phone calls and respond to emails as quickly and sincerely as possible.

Establish a relationship with Campus Ministers and Career Center counselors: Campus Ministers and those in the campus Career Center can be your greatest asset when searching for potential volunteers. Speak to them directly about opportunities for their students with your program. Send thank you notes to keep the connection going and to let them know how much you value their work!

Keep in touch: Once you've established a connection between a potential volunteer at a fair, a phone conversation or through the CNVS profiles, keep it going. Drop them a line a few months down the road if you still have openings. People like to be remembered, and who knows, maybe they're ready to start filling out an application!

If you'd like to talk to us about our recruiting or if you have any questions, feel free to call Mary Helldorfer at (212) 475-4245 ext. 717 or email her at mhelldorfer@goodshepherds.org.