CSS Shared Resources, Ontario East

Development Trainings 2026/ 2027
Volunteer Webinar
Session #1






LAND ACKNOWLEDGMENT



ATTRACTING TODAY'S VOLUNTEERS

Strategies for a Changing World

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Why Volunteer Recruitment Has Changed

Understanding the shift in why and how people give their time



New Normal



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From Obligation to Choice

Volunteering has moved from a civic duty to a personal, values-driven choice.

THEN

- Long-term, recurring commitment
- Recruited through church, clubs, word of mouth
- Motivated by duty and tradition
- One-size-fits-all roles

NOW

- Episodic, flexible, project-based
- Discovered via social media, apps, referrals
- Motivated by purpose and personal growth
- Roles matched to specific skills

What's Driving the Change

Remote & Hybrid Work

Fewer people pass through a physical workplace where recruiting once happened face-to-face.

Skills-Based Giving

People want to contribute expertise, not just show up — and expect roles that use it.

Micro-Volunteering

Short, flexible, one-time opportunities now compete with — and often win over — long commitments.

More Causes, More Noise

Every nonprofit, cause, and platform is competing for the same limited attention and time.



What's changed in your own volunteer base over the last five years?

Drop a word or phrase in the chat.

What Motivates Today's Volunteer



Flexibility

Time that fits their life, not the other way around.



Purpose

A clear line from their effort to real impact.



Skill-Building

A chance to learn, stretch, or use professional skills.



Connection

Community, belonging, and shared experience.



Recognition

Visible acknowledgment that their time mattered.

Five Types of Volunteers You'll Meet



Episodic

One-off events, short bursts of time



Skills-Based

Brings professional expertise to a project



Group / Team

Comes through a workplace, school, scout troop, or club



Virtual

Contributes remotely, anywhere, anytime



Long-Term Core

Deep, recurring commitment over years

Designing Roles That Attract People

Turning generic tasks into compelling volunteer opportunities

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STRENGTHS
Will our strengths prepare us for future success?

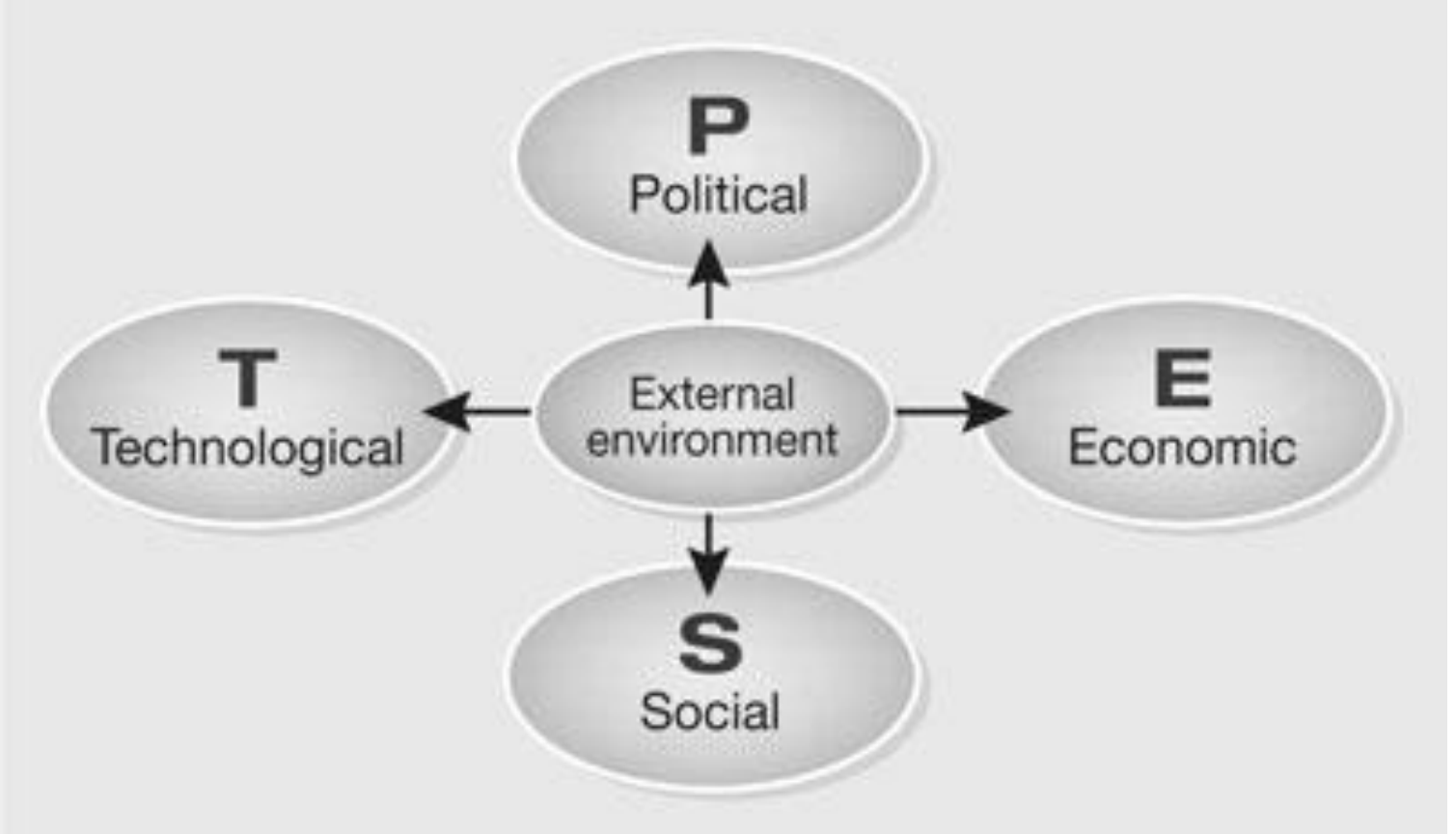
WEAKNESSES
What steps must we take to improve or minimize risk?

OPPORTUNITIES
What are our greatest opportunities for growth?

THREATS
Where are we vulnerable?



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Be Inclusive

Who has different experiences and perspectives?

Who expands your ways of knowing or doing?

Who is not currently at the table?

Who expands the reach and relevancy as an organization?

Anatomy of a Compelling Role

Every strong volunteer posting answers these four questions clearly.



Impact First

Lead with the difference this role makes — not the task list.



Time-Bound

State exactly how much time and for how long. Vague asks scare people off.



Skills Named

Name the skills used or gained — it helps the right person self-select.



Human Tone

Write like a person, not a job posting. Warmth invites people in.

Before & After: Rewriting a Role

WEAK

“Volunteers needed for front desk. Must be available weekdays. Sign up below.”

No impact, no time frame, no personality.

STRONG

“Be the first friendly face our visitors see. 2 hours a week, Tue or Thu mornings — perfect for practicing customer-facing skills.”

Impact, time-bound, skill named, human tone.



Rewrite one line of a role you currently post.

Use the four elements from the last slide — impact, time, skill, tone. Drop your rewrite in the chat.

Five Strategies That Go Further



Referral & Ambassador Programs

Current volunteers are your most credible recruiters — give them an easy way to invite others.



Local Business & Civic Ties

You don't need a formal program — a local shop owner, faith group, or service club will often say yes to a one-time ask.



Affinity Group Outreach

Go directly to communities, schools, and groups already aligned with your cause.



Storytelling & Social Proof

Share real volunteer stories and visible impact — people follow people, not postings.



Low-Barrier Trial Roles

Offer a small, one-time “try it” opportunity that can grow into deeper commitment.

Strategy in Action



Local Business Partnership

A small food pantry asked the owner of a nearby diner for one Saturday morning a month. That single relationship grew into 12 ongoing weekend volunteers within three months.



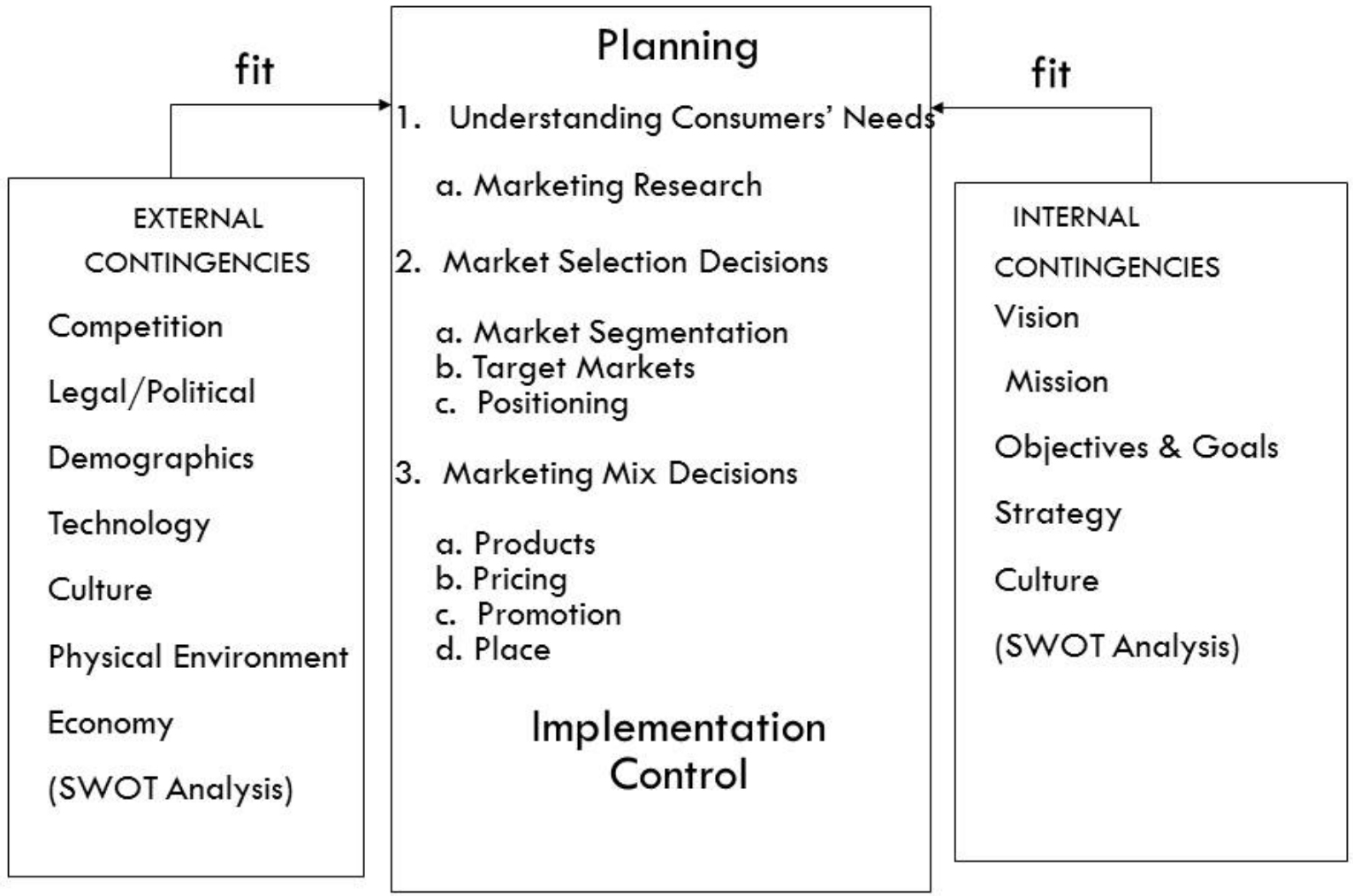
Storytelling & Social Proof

An all-volunteer shelter began posting one short volunteer story per week on its existing Facebook page. Applications rose noticeably — with no budget and no new platform.

Build Your Recruitment Action Plan

Turning today's ideas into one simple, doable next step

MARKETING PLAN



5 Ps of Marketing

Product	What are you offering
Publics	Whom are you exchanging the product with
Promotion	What do you let them know
Price	What are the costs
Place	Where do they get the product

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How does your website measure up?



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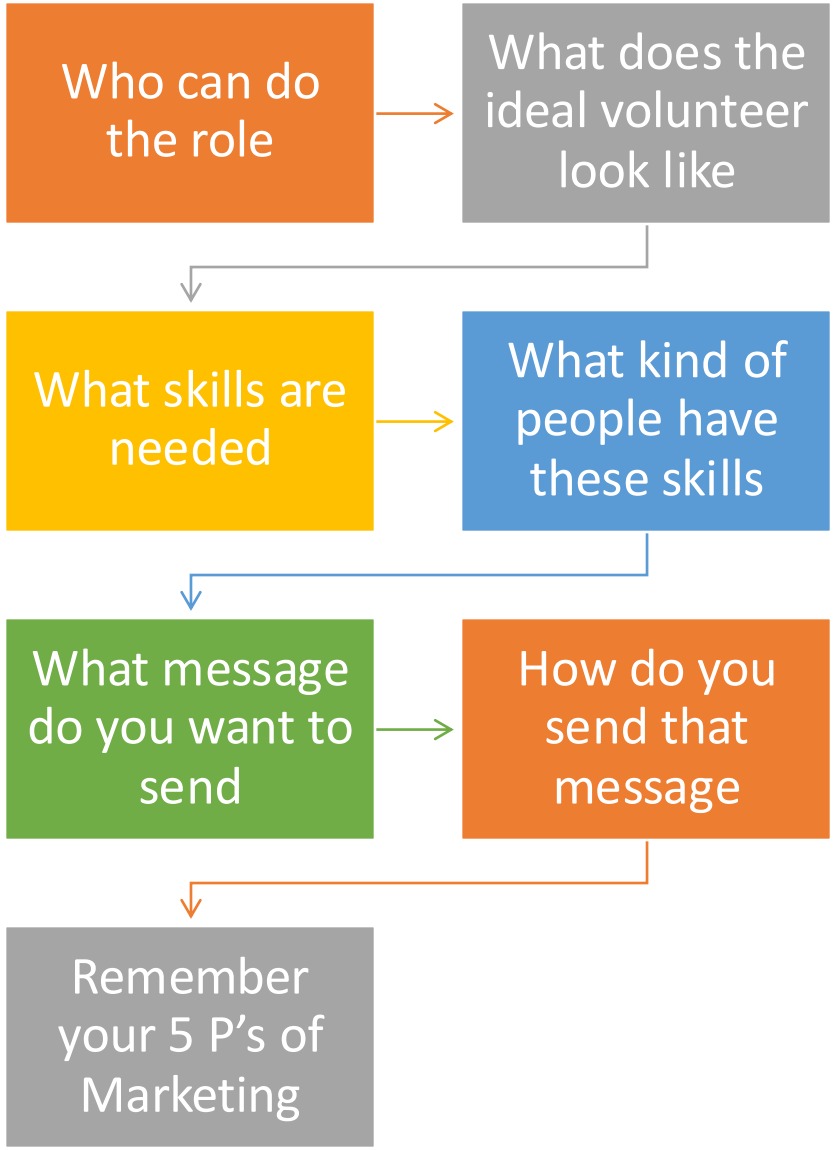
Appealing Opportunities

- Project focused
- Time limited
- Flexible
- Opportunities for leadership
- Virtual
- Appealing to different motivations

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Need to Ask?



Concentrated Circles



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Create a workplan



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Your One-Page Action Plan

Fill this in as we go — you'll leave with it ready to use.

1	**One role to improve**	Which posting will you rewrite using impact, time, skill, and tone?
2	**Two strategies to try**	Pick two approaches beyond posting to test in the next 30 days.
3	**One metric to track**	How will you know it's working? Applications, inquiries, show-rate?
4	**A timeline**	Set one concrete date to review progress.

What You've Covered Today

- Why volunteer recruitment has changed
- The characteristics of today's volunteer
- How to develop roles that attract the right people
- Recruitment strategies beyond posting
- A simple action plan you can start this week



Questions & Discussion

What's one thing you'll try this week?

GENERAL FEEDBACK

PLEASE COMPLETE SURVEY:

LET US KNOW WHAT YOU THINK!

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