

VOLUNTEER RECRUITMENT CHECKLIST





1. IDENTIFY YOUR TARGET VOLUNTEER

- ☐ Define who currently volunteers for your organization
 - ☐ Determine the volunteer types you need (skills, demographics, etc.)
- Use audience segmentation:
- ☐ General vs. Skill-based volunteers
 - ☐ Age/generation groups (Boomers, Gen X, Millennials, Gen Z)
 - ☐ Identify motivations, needs, and potential concerns of each segment
 - ☐ Note each group's preferred communication style and social channel



2. DEFINE THE VOLUNTEER EXPERIENCE

- ☐ Clearly describe what the volunteer will **do**
- ☐ Highlight what the volunteer will **gain** (impact, fulfillment, skills)
- ☐ Include emotional and professional benefits (e.g., personal growth, networking, skill-building opportunities)
- ☐ Ensure the opportunity feels rewarding and meaningful—not just a task list



3. REDUCE THE "COST" OF VOLUNTEERING

Identify potential barriers to volunteering:

- ☐ Time/transportation constraints
- ☐ Scheduling issues
- ☐ Fear of commitment
- ☐ Lack of experience/confidence

- ☐ Address these barriers in your ad messaging (e.g., flexible shifts, mobile access, no experience needed)
- ☐ Offer training or onboarding support to build confidence
- ☐ Emphasize how manageable and supported the role is



4. CHOOSE THE RIGHT CHANNELS

- ☐ Map where your ideal volunteers spend time (online and offline)
Post your ad on appropriate platforms:
 - ☐ Instagram/TikTok for Gen Z
 - ☐ LinkedIn/email/newsletters for Gen X or Boomers
 - ☐ Volunteer websites/professional networks for skill-based roles
- ☐ Avoid generic/outdated channels that don't match your target audience
Go to *them*—don't expect them to come to *you*



5. CRAFT YOUR MESSAGE

- ☐ Tailor your ad messaging to your target volunteer
Focus on:
 - ☐ Motivation ("Be the person who makes a difference")
 - ☐ Impact ("Help students succeed")
 - ☐ Personal connection ("Who helped shape your path? You can be that person for someone else")
- ☐ Use tone and language that resonates (avoid desperation or generic asks)
- ☐ Include clear, action-oriented calls to action
- ☐ Use storytelling and emotion where appropriate

ADDITIONAL STRATEGY STEPS

- ☐ Test and compare message performance (e.g., Message A vs. Message B)
- ☐ Adjust strategies based on feedback or volunteer conversion rates
- ☐ Track where volunteers came from (e.g., referral, Instagram, flyer)
- ☐ Continue engaging current volunteers to retain and re-recruit

FREE COURSE!

Get more tips & tools in the [The 5 Ps of Strategic Volunteer Marketing!](#)
Learn how to attract the right volunteers, craft roles they'll want to take,
and remove barriers that stop them from saying yes.

👉 Nonprofits join **free** at join.owl.inc 🦉



THE 5 PS OF STRATEGIC VOLUNTEER MARKETING

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