



Targeted Recruitment Plan

Part 1

Referring to the Position Description for which you are recruiting, answer the following questions. Pay special attention to the key responsibilities, desired qualifications, and availability to inform your answers. Then, use these answers to complete the chart on the following page to plan your targeted recruitment.

1. **Who** would have the skills and interest to do this work? (Consider professions, geography, life stage, education level, and more. For example, for an online tutor, logical candidates include individuals with teaching experience or current college students comfortable with online learning platforms, so you could look to retired teachers' associations or university offices of community service.)
2. **Where** will you find them? (Consider professional associations, clubs, social media platforms, etc. Don't overlook your current volunteers. Examine who is currently volunteering and look at previous volunteers to identify their professions, experience, training, and education.)
3. **When** is the right time to outreach to these prospects? (Are there specific seasons when it is easier to reach these individuals? Do they have a busy season that would be best to avoid?)
4. **How** can you reach them? Which is the most effective medium to use? (Would an email invite be effective, or would an in-person presentation be better? Both?)
5. **Which people** are your potential recruiters? (Who in your current community has connections with these individuals or groups?)
6. **What** information about the volunteer opportunity would recruiters need to make a compelling invitation? How will you train these recruiters to share your invitation and make a compelling invitation?

Use these answers to fill in a Targeted Recruitment Plan customized for each available volunteer opportunity.

Part 2

Volunteer Role _____

Requested _____

Desired Commitment _____

Target Audiences _____

Method/Media _____

Recruiter or Responsible

Person _____

Timeline _____

Evaluation (How will you track recruitment efficacy?) _____