

Targeted Recruitment

Targeted Recruitment Plan, part 1

Referring to the Position Description for which you are recruiting, answer the following questions. Be sure to 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 a risk management assessment, logical candidates include insurance brokers.)

2. **Where** will you find them? (Consider professional associations, clubs, social media platforms, etc. Don't overlook your current volunteers.)

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 the answers from Part I to fill in a Targeted Recruitment Plan customized for each available volunteer opportunity.

Targeted Recruitment Plan, part 2

VOLUNTEER ROLE	_____
# REQUESTED	_____
DESIRED COMMITMENT	_____
TARGET AUDIENCES	_____
METHOD/MEDIA	_____
RECRUITER OR RESPONSIBLE PERSON	_____
TIMELINE	_____
EVALUATION (HOW WILL YOU TRACK RECRUITMENT EFFICACY?)	_____