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DEVELOPING A VOLUNTEER RECRUITMENT MESSAGE TIP SHEET

Here are simple ways to develop a recruitment message that will intrigue or motivate people to volunteer. This quick guide breaks it into 3 steps.

THE CAUSE

Think of this as if you were raising money. The need or problem should be written from the point of view of the community or the people being served by the program, not from the point of view of the YMCA.

Example:

YMCA Focused: *The YMCA needs people to volunteer in the child care center.*

Community Focused: *To be happy and healthy kids need the attention of someone who will car for them and play with them.*

Stress the needs of the children and not the needs of the YMCA.

THE JOB

State the opportunity to volunteer at the YMCA. Be as specific as possible: *You can be that someone by serving as a volunteer in the YMCA's child care program.*

THE BENEFIT

This can be one of the most difficult tasks. It requires an understanding of what motivates a particular volunteer. It is difficult to think of specific benefits when conducting a mass recruitment campaign. For example, what kind of message would you put in a program guide that will reach al YMCA members who have different needs and motivations? There are times when you will have to appeal to a broad audience. In these cases, it's best to stick with a generic altruistic message that stresses the reward of helping others. These can begin with words like:

- Get the satisfaction of...
- Experience the joy of...
- Feel the power of...

FINAL THOUGHT

One good practice is to bolster each of the three parts of the message with a fact, quote or story. Once you develop your three-part message they can become the core of your recruitment strategy. You can infuse them into many different communication pieces.