How to Recruit Alumni Volunteers

People are the heart, because recruitment is all about people. The values that motivate people to volunteer are generosity, love of Oberlin, social connections and appreciation.

There are three easy steps to recruiting & retaining alumni volunteers:

1.) Get to know your fellow Obies: when you’re recruiting volunteers for your club, it’s crucial to make people feel welcome and to find out about the things that motivate them.

2.) Appreciate your volunteers: if your club is going to be successful in keeping volunteers, you need to maintain and build a good connection with them. Remember to acknowledge and thank them regularly.

3.) Match skills & interests to tasks: it’s important to identify the different types of jobs you have available and match your volunteers to these roles. This will make for happy volunteers, which can only be good for your club.

Here are some simple steps to maintaining a steady infusion of active and engaged alumni volunteers:

Ask people to volunteer.
It might sound too simple, but studies have shown that simply asking people to volunteer is a very effective way of recruiting people. People love to be asked for help and are flattered when you do so. You can recruit volunteers through alumni events and advertising through club e-newsletters.

Follow up on expressions of interest immediately.
The sooner you make contact, the more likely it is that they will continue through the process of becoming a volunteer.

Share what your club can do for volunteers.
Most volunteers are looking to get something from their experiences with your club. It may be things like friendship, recognition, skills improvement, or other motivating reasons. Where possible, try to accommodate these reasons for volunteering. If the volunteer feels like they are getting something back from their experience, they are more likely to stay with your club and offer their services again in future.

Provide support.
Providing ongoing leadership and support through mentoring and regular follow-up will give the volunteer feedback so that they know they are doing a good job.

Respond to issues and improve performance.
Ensure that volunteers know where to get any assistance they feel they may need. Be clear about lines of accountability and management responsibility. Refer to the volunteer tools provided or call the Alumni Office at 440-775-8692.

HAVE FUN!