

# Recruiting Shop Volunteers

## Course Outline

This is a one-day course identifying the key principles of attracting and recruiting appropriate long-term volunteers.

### **Over the course you will consider:**

#### **Volunteer prospects**

A large group discussion establishing participants' current recruitment issues, advertising methods and their application procedures.

#### **Why volunteer?**

A 'freethinking' session identifying some of the many reasons why people of different age-groups volunteer and more importantly, what stops them (barriers to volunteering).

#### **Routes to market**

A small group exercise and plenary session establishing a variety of routes for recruiting, depending on the nature of the organisation, its size and resources, and type of volunteer activity.

#### **How to market**

Split into two distinctly different sections, we will focus on the importance of job roles and marketing, highlighting the need for good, clear and relevant information when trying to attract new volunteers.

#### **The interview process**

A small group exercise and plenary session aiming to help plan for a meaningful and effective interview.

#### **Things to consider**

A sweeping up plenary session of additional things to consider and a final opportunity for participants to share anything they think, relevant.

**Course duration:** Up to 6.5 hours (i.e. 10am to 4.30pm) including breaks and 40 minutes for lunch.