

# Mobile Market Program Outreach



Tips for recruiting volunteers to help administer your program  
(*Tips in **bold font** are also helpful for advertising to clients!*)

- Be passionate in recruiting volunteers. Let people know that volunteering for your program can be fun.
- Be clear about the job—the kind of work, skills, responsibility and time commitment. It is essential that you have a good volunteer job description. This will prove to be a useful tool as you begin recruiting.
- Start with resources in closest proximity to your agency. Find out what businesses and organizations are near you. They may make great volunteers.
- Volunteers come from many sources. Volunteers can be referred by:
  - Local United Ways;
  - Retired and Senior Volunteer Program (RSVP);
  - Companies;
  - Religious groups;
  - Civic clubs and other social or professional groups;
  - Group homes or shelters in your area that seek placements for their clients;
  - High schools and colleges with service learning programs and/or requirements;
- A great web site is [www.volunteermatch.org](http://www.volunteermatch.org). You can post current needs and upcoming special events. This has proven to be highly effective.
- **It may help to get your name and information on local web sites, send faxes to churches for their weekly bulletins, and put flyers up around town at gyms, schools, senior centers. Many media outlets, newspapers, radio and television stations have community calendars where they will list volunteer needs. Get the word out anywhere you can!**
- If you **send out a newsletter**, create a section for volunteer opportunities.
- Fax cover sheets are an easy source of advertisement if you send out faxes. Use it like a flyer.
- Most counties have a volunteer center; get to know them and keep them updated on your needs.
- **Make connections with civic-minded organizations like the Kiwanis club and Jaycees. Not only will they help spread the word about your agency, they are also great volunteers.**
- Screen potential volunteers carefully to determine their suitability for working with your program. Find out their skills and available time. Make sure that the match between the volunteer and your program is appropriate.