

College of Commissioner Science



MCS 312

Recruiting the 21st Century Volunteer

Revision date 5/15/2022

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Course Objectives



- Understand the importance of recruiting
- Describe the motivations of volunteers
- Identify the attributes of the 21st Century volunteer
- Know a method for recruiting

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Why do we ask this question?

Finding suitable people

- Able to do what needs to be done
- Motivated to volunteer by something internal

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Why?

Reasons to volunteer

- Influence
- Fellowship
- Achievement



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What Types of Motivations Do Volunteers Have?



Here are some ideas:

- Personal
- Emotional
- Practical
- Professional

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Let's Brainstorm a List



Personal	Emotional	Practical	Professional

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Personal	Emotional	Practical	Professional
Meet new people	Their passion	Because they were asked	Looks good on resume
Part of a community	Feel needed	Practice their skills	Might lead to a new career
Fun	Do their duty	Practice leadership	Develop contacts
Keep busy	Outside pressure	Help a friend or relative	Donate their time and skills
Challenge, test themselves	Satisfaction	Get a new perspective	Academic/professional credit
Therapy	Act out a fantasy	Practice teamwork	Repay a debt
Be part of a team	Escape	Learn to work with others	
Be an agent of change	Guilt		
Because of a personal experience	Pride		
Stand up and be counted	Change someone's life		
Stay healthy	Inspiration		

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My Unit Leader



“I’m doing it for the youth”



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Recruiting and Engaging



- Making personal connections is critical
- Understanding personal motivations helps
 - Make connections
 - Give people engaging opportunities to ensure personal satisfaction

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The New Breed: Understanding and Equipping the 21st Century Volunteer



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10 Seismic Shifts



Family dynamics
Isolation
Flexibility
Generations
Technology
Professionalism
Episodic volunteering
Slacktivism
Micro-volunteering
Speed



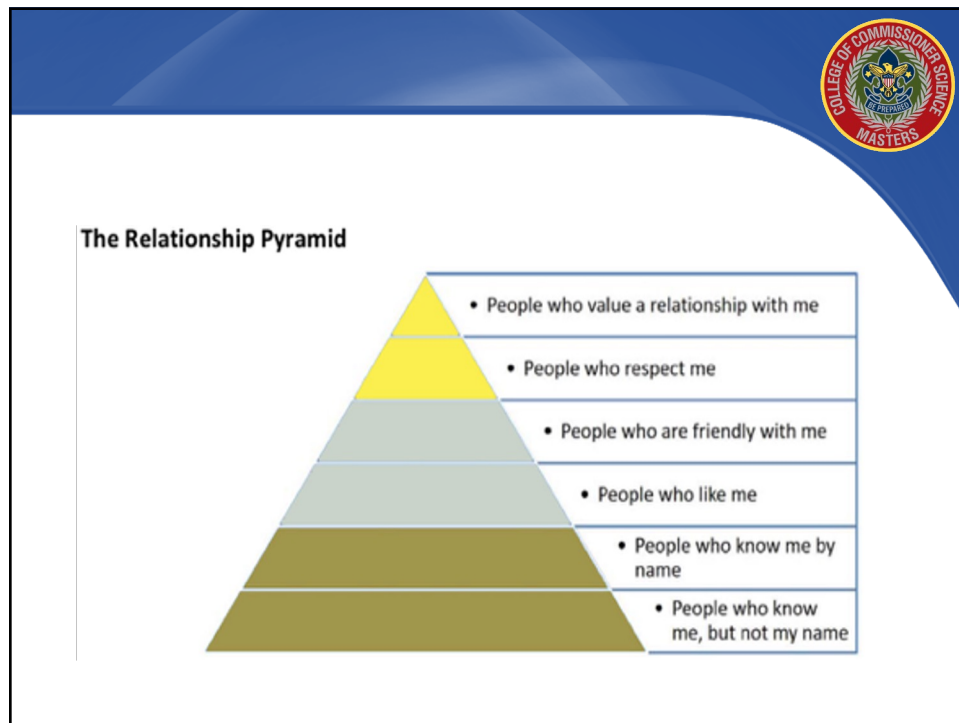
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Profile: The New Breed of Volunteer



- **Is very busy**
- **Has many obligations**
- **Wants flexibility**
- **Expects to be empowered**
- **Is tech-savvy**
- **Doesn't want to be micromanaged**
- **Wants to make a difference**

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The Dating Method

The “Courting Relationship”

Goal: Recruiting

- The first date
- Don’t make the first date your last!

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First date:



- **A tour...a taste**
- **An opportunity to serve**
- **To fully understand our mission**
- **Let them hear your passion**

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Second Date:



- **Listen to their heart**
- **Find a fit**
- **Share roles and responsibilities**

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Dating “Rules”:



- **Build relationships for future recruiting**
- **Avoid “Oh, by the way” moments**

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Future Dates:



**Understand that “no” ...
doesn’t always mean “never”**



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Seven Skills



1. Ask **personally**
2. Develop a **strategic recruiting plan**
3. **Short-term** commitments might open the door to longer term commitments
4. **"No"** means "not now"? or "not this position"?...what's the reason behind the "no"
5. **Right person...Right fit**
6. **Specific** people for specific positions
7. Hire for **"positive volunteer attitude"**

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Generations: Two Willing Groups



- **Retiring members of the Baby Boomer generation (born 1946-1964)**
- **Older members of Millennials/Gen Y (born 1981-1996)**

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**Succession planning cannot
be overlooked!**



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Recruit for Character...Not skill

Hire for Attitude...Train for Skill

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You Can't Send a Duck to Eagle School

And Other Simple Truths
of Leadership



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Other Recruiting



Roster Mining

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Working Together



Unit Priorities and Details ● Incomplete ▾

* Unit striving to achieve the following JTE Award Please make a selection ▾

If Key Leader(s) changing within the next 4 months Please make a selection ▾

Help Needed In:

Need to discuss unit with ADC/DC (optional) Please make a selection ▾

Have a possible UC candidate in this unit? Type First Name, Last Name

Home ▾
 UC Candidate Phone

UC Candidate Email



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Engage & Retain by Motivating



- Onboarding
- Training
- Coaching
- Empowerment
- Recognition
- Accountability

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“Volunteering is a key way to engage people not only to deliver critical services but to better understand the issues, to be connected, to be passionate, and to be part of a movement to create lasting change in our communities.”



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Summary



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Questions?
Comments!



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