

Targeted Recruitment Volunteer Worksheet



Big Picture:

What is the connection between volunteer engagement and the agency's mission/impact?

Volunteer Role:

What are the skills and experiences needed for the volunteer position or project?

Target Audience:

Where are you likely to find people with the skills, availability and interests for the volunteer role?

Your Message:

What is the message--benefits, impact, and inspiration---that will get their attention?

Communication Strategy:

How will you reach the target audience with this message?
