



Volunteer Recruitment Checklist

Use this self-assessment tool to identify the weak areas in your recruitment efforts and prioritize which to tackle first.

	Always	Sometimes	Never
Are you clear about how volunteers will contribute to reaching your program goals, specifically?			
Have you clearly identified the minimum skill sets you need for each volunteer role?			
Have you strategically considered where to find volunteers with the specific skill sets you seek?			
Have you spread the word beyond your common circle of customers, friends, and community partners?			
Is the way you describe your mission compelling and interesting to your target audience?			
Is your call to action specific versus a vague request for "help"?			
Do you map the specific steps to a successful application?			
Is your entire application process friendly?			
Is your application and background info about you readily available online?			
Can inspiring testimonials from current volunteers be found online?			
Do you use social media so that your fans can help you spread the word?			
Have you enlisted the help of a volunteer-led recruitment team to help you?			
Do you respond to interested candidates within 24 hours?			

Notes

Use this section to note what you already do well and want to keep doing and what you want to improve or change.