

# Volunteer Recruitment Ideas

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Volunteers are the lifeblood of the HBA, so it is critical for volunteer recruitment to be a key focus of all leaders at all times (especially during succession planning time in Q3/Q4 of each year). Here are a few ideas (not an exhaustive list, feel free to get creative) for volunteer recruitment events and outreach.

**An important thing to note:** the majority of HBA volunteers are 'tapped on the shoulder' or 'voluntold' to get more involved. A key element of volunteer recruitment is to ASK!

## Event-based volunteer recruitment ideas:

**Annual Conference** – leverage the live event to connect with potential volunteers from your region (especially easy if event provides region-specific tables during any receptions or general sessions)

### Regional or chapter events ideas

- Mid-Atlantic: "Find your Fit" event
- New England: Fireside chat with award winners (RSLs, Lums, etc) going over how volunteer experience has helped them in their personal life or career
- NY Tristate: "Writing your HBA Chapter" – volunteer highlights their experiences and career (region developing toolkit)
- Volunteer Open House events – Meet the HBA or MMMs focused on open volunteer ops and featuring experiences from current leaders

**Mentoring Program:** do a volunteer promotion live during their closing event illustrating it as a great next step in their development journey

## Online/virtual volunteer recruitment

- Volunteer Journeys via HBA Community** – almost like an AMA. Current/past leaders share what has volunteering meant to them
  - Post about volunteering on LinkedIn**, asking people to share their experiences w HBA in the comments OR highlighting specific volunteers/their journeys
  - Share promotional materials:** sell the concept of volunteering based on the career approach/visibility. How do you transfer the skills you learn at HBA into your job or a role you want/translate it to real life. Using it as a safe place to learn/grow
  - New member outreach campaign:** individualized/ personal outreach to new members not only to engage in a general sense, but to get involved
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