

# 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 - virtual event to showcase affinity groups, including a section for open roles**
- **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 Making the Most of your Membership events 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 Ask Me Anything (AMA). Current/past leaders share what has volunteering meant to them**
- **Post about volunteering on LinkedIn, asking people to share their experiences with the 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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