



**Habitat**  
for Humanity®

# Volunteers Part 1: Recruitment

# Overview

- Welcome & Introductions
- Trends & Motivation
- Panelist -
- Steps to Recruitment,
- Retaining,
- and Rewarding
- Open Discussion



# Trends

**Volunteers and volunteering have radically changed in the past few decades...**

- More people are volunteering
- Volunteers are more focused on what they want to do
- Volunteers budget their time commitment more
- More opportunities/organizations to volunteer with
- More volunteers want a one time or a short time commitment
- People are living longer
- Senior volunteers take occasional “time off” to travel, etc.
- There are more “Service learning” projects
- More youth volunteers than ever before
- More people are using use volunteering to support their careers.
- Volunteers have enhanced political awareness of volunteering
- Volunteers often want more say in the organizations they support
- There are more legal liability concerns for volunteers
- New technology is broadening volunteer opportunities
- More volunteer programs recruit their own clients as volunteers
- Volunteering is becoming more innovative
- Volunteer program management has become a more established profession.

**Volunteer programs are slowly catching up with these trends!**

# Gallop Poll Results as Reported in the WSJ

- What would make you feel better about going to work everyday?
  - 1. Recognition
  - 2. Sense of Contribution
  - 3. Sense of Belonging
  - 4. Paycheck



# Why Do People Volunteer?

**Self serving drive-** It meets his or her needs. Resume builder, Community Service, to get business connections, people are new to an area and want to meet people, want a job and need experience, need to donate professional services.

**Relational drive: Because of a friend** It is hard to say no to a friend if a friend asks you to do something. Relationships are one of the most effective marketing tools.

**Belief- Strongest level of commitment.** They are passionate about a cause and want to make a difference. People are most highly motivated and most likely to make the greatest contributions when they believe strongly in an organization's mission.

# 6 Steps to Recruitment

1. Identify Need.
2. Create a Job Description.
3. Identify Prospects.
4. Interview.
5. Placement.
6. Introductions.



# Step 1 – Identify Need

What kind of volunteers are you looking for?  
(construction, committee, board, attorney,  
etc.) **LIST THEM!!**



# Step 2 – Create a Job Description

Write one for each position. It should include:

- Title, purpose, responsibilities of the job
- Length of commitment
- Which staff members/other volunteers that they will be working with (making it clear that they are always working with volunteer – sometimes unskilled)
- Necessary qualifications
- Information of meeting time and required hours of training
- Information of what resources are available to help complete the job responsibilities (AOM Manuals, HFHI contacts, brochures, training, materials, etc.)



# Step 3 – Identify Prospects

**Start Identifying prospects for each position needed. Keep in mind what the job requires, what the prospect might be able to offer, and what the prospects talents are.**



# Step 4 - Interview

Gain first hand knowledge of the volunteer prospect. Make sure the first impression of Habitat is a good one.

- Be professional – set up a time to meet and state clearly why you are meeting
- Meet in person whenever possible
- Ask open ended questions (What do you know about Habitat? What kind of volunteer work have you done before? What type of work would you like to do with Habitat?)
- Clarify the details of the position and the demands it will place upon the volunteer. It is easier for someone to say yes when a job is clearly defined. It keeps volunteers from taking on responsibilities they can not fulfill.
- Make no promises for the position (You may need to get approval from the board of directors, chairpersons, supervisors)

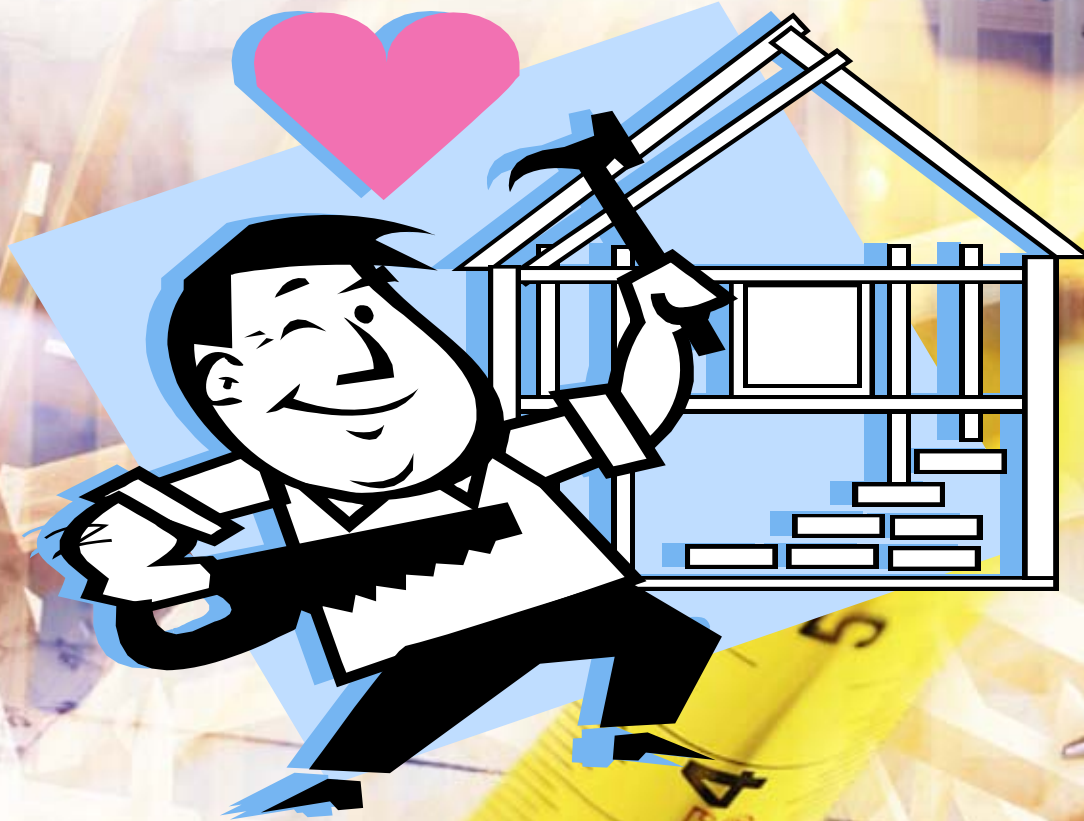
# Step 5 - Placement

- Give everyone who is interested in working with Habitat a job that is meaningful in some way. How do you know if the volunteer has the ability to handle the job? Put them in low risk situations.

# Step 6 - Introductions

- Once the decision has been made to place a volunteer into a job, let other workers know around you. It will eliminate confusion and once introduced, it will allow the new volunteer knowledge of who is in what position and how to utilize them.

# Rewarding Volunteers



# Intangible Rewards

- Personal Praise and Positive Reinforcement
  - Sincere
  - Specific
  - Immediate
  - Personal

# Intangible Rewards

- Opportunities to Deepen Involvement
  - Ask volunteers for input and feedback
  - Include them in planning meetings
  - Ask for their help in training new volunteers
  - Give them more complex assignments or more responsibility
  - Pay their way to conferences

# Simple Tangible Rewards

- Food
- Letters, postcards, emails
  - Name badges
  - Tokens of appreciation
- Gift certificates/donated items
  - Holiday/birthday cards

# Tangible Rewards – Recognition Programs

- Volunteer Awards
  - Volunteer Clubs
- Progressive Recognition
  - Recognition Events

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- **“It’s impossible to 1000% better than...  
(Insert Something)**

- **So, let’s try to e 1% better in a 1000  
little ways.”**



Thank You for Participating!

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**(info shared from Chris  
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