



Student Recruitment Plan Worksheet

Think carefully about your plans for recruiting college student volunteers. Use this worksheet to pull all of the pieces of your recruitment plan together in one place. You can also use this to monitor the effectiveness of your recruitment efforts.

Volunteer Opportunity		
Describe the volunteer opportunity. You can link this to the volunteer position description(s).		
What:	Why:	When:
Target Audience		
Who would be interested in serving as a volunteer? Think about students with particular skills sets or students from certain areas of academic interest or expertise.		
Skill sets or academic areas: <i>(e.g., experience with organizing food drives; school of social work)</i>	Where the students are located: <i>(e.g., student center, local coffee house)</i>	
Marketing Message		
How can you best market your volunteer opportunities to students? Determine ways to concisely share the student volunteer initiative in a way that will motivate, interest, and excite students.		
Highlights about service/being a volunteer: <i>(e.g., help people and have fun)</i>	Facts about the issue: <i>(e.g., 78% of children in Smith Middle receive free/reduced-price lunch)</i>	
Connecting to something larger: <i>(e.g., This project is part of a national movement to end hunger)</i>	Benefits, opportunities, & skill development: <i>(e.g. networking with local nonprofits and corporations)</i>	

Recruitment Strategy

Identify ways to reach the students you want to volunteer.

On campus:

In the community:

Virtual/print venues:

Recruitment budget:

Recruiters:

Timeline:

Recruitment rules:

(e.g., no signs posted on the doors of academic halls)

Submission deadlines:

(e.g., for campus newsletters)

Points of Contact (Viral Marketing) Strategy

Specify individuals or groups who can help you market your volunteer opportunities.

People/groups you know:

People/groups they know:

People/groups on campus:

People/groups in the community:

Materials/Collateral

Outline the marketing materials or other collateral you will need.