

## **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.

Describe the volunteer opportunity.	You can link this	to the volunteer p	osition description(s).	
What:	Why:		When:	
Target Audience		la facilità di casa di cada cada ca	to a the month adequate the section of	
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:		Where the students are located:		
(e.g., experience with organizing food		(e.g., student center, local coffee house)		
drives; school of social work)				
Marketing Message	entoor opportunitie	os to students? De	termine ways to considely share the	
How can you best market your volu			termine ways to concisely share the cite students.	
How can you best market your volu student volunteer initiative in a way Highlights about service/being a volunteer in the control of the cont	<u>that will motivat</u> lunteer:		cite students.	
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How can you best market your volustudent volunteer initiative in a way Highlights about service/being a volue.g., help people and have  Connecting to something larger:  (e.g., This project is part of	/ that will motivate lunteer: fun)	Facts about the i (e.g., 789) receive fr	cite students. ssue: % of children in Smith Middle ee/reduced-price lunch) unities, & skill development: working with local nonprofits	
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Recruitment Strategy Identify ways to reach the students you want to volunteer.			
On campus:	In the community:		
Notes all to death and an annual	Down the early hand and		
Virtual/print venues:	Recruitment budget:		
Recruiters:	Timeline:		
Down the sand and a	Cultural section of a different		
Recruitment rules:  (e.g., no signs posted on the doors of	Submission deadlines: (e.g., for campus newsletters)		
academic halls)	(e.g., for sumpus 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:		
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Materials/Collateral Outline the marketing materials or other collateral you will need.			

This resource was created by Hands On Network, a Corporation for National and Community Service training and technical assistance provider. For more information on leveraging additional volunteers, contact Hands On Network at training@handsonnetwork.org or 404-979-2900.