



eVOLve

technical assistance for
leveraging volunteers

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Ask Hands On

Do you have a question about working with volunteers? Send it to Hands On Network at training@handsonnetwork.org.

Welcome to vol2 of **eVOLve: technical assistance for leveraging volunteers**. In this electronic technical assistance (eTA) brief, you will find tips and tools to help you leverage volunteers in your community. It is sponsored by Hands On Network, a training and technical assistance provider for the Corporation for National and Community Service.

This Month's Question

How do I recruit a pool of volunteers that reflects the cultural diversity of the community in which I serve?

The Answer Corner

Recruiting volunteers directly from the communities in which you serve is among the first steps in creating a sustainable volunteer program. Building a strong inclusive volunteer climate can seem a bit challenging, but taking the time to create an effective volunteer recruitment plan will make the task seem less daunting. Once a plan is created, not only will you improve the likelihood of involving all members of your community, but you can develop a great volunteer-base with this new volunteer pool in mind.

Reaching out to include a diversity of volunteers in your program means thinking differently and creatively about how you recruit. Try some of the following ideas:



- Recruit at neighborhood agencies and community centers in diverse areas.
- Partner with specific culturally-based associations in your area such as:

1. Asian/Pacific Islander Based Fraternal Organizations
2. ASPIRA Association Inc. - a national non profit dedicated to the leadership and empowerment of the Latin community.
3. Try contacting your local Chamber of Commerce who will have a list of local ethnic newspapers, associations and businesses in your area.

- Pick up local publications geared towards an ethnic audience. Not only can you advertise, but you can find new sources of many multicultural businesses and activities. Based on this information, create a database and use this to develop community partnerships.
- Express your interest in diverse volunteers in your ads, such as this: "To expand our support throughout the Crown Heights area we are especially interested in recruiting individuals with knowledge and experience of different cultures and languages, different abilities, and those from rural communities."
- Make sure your program materials are available in other languages besides English.
- Examine the photos of people in your ads. Do they reflect the diversity you seek?
- Connect with religious centers. They are important in many multicultural communities.
- Place ads on Spanish-language radio stations.
- Be aware of important religious/cultural holidays when scheduling volunteer orientation or other activities.
- Develop a statement of your organization's commitment to multiculturalism.
- Create an inclusion committee to assess your organization's commitment to diversity in all aspects.

For more tips on recruiting diverse volunteers, check out the following websites:

[Oregon 4-H Outreach](#)

[Outreach Resource Center for Culturally Diverse Elders \(ORCCDE\)](#)

Visit the [National Service Resource Center](#) to read more about recruiting diverse volunteers. You can also read effective practice briefs such as:

- [Recruiting diverse populations](#)
- [Developing eight core competencies for developing a volunteer program](#)
- [Partnering with tribal Boys and Girls Clubs to serve youth](#)
- [Volunteering by, with, and in low income communities](#)

From the Resource Center, you can also download these helpful tools:

- [Diversity success in recruitment and retention](#)
- [Diversity Training](#)

Careful recruitment is critical to the success of community building. By working with the community, you can identify true needs and issues to address through service.

Fall Focus Webinar Series

Check out our FREE webinars throughout the fall. The 90-minute sessions begin at 2:00 Eastern and are FREE to anyone involved in national service. Space is limited so sign up today! [Register](#)

September 6: Building Bridges: Working with Diverse Populations

Working with Diverse Populations is an interactive workshop that shows hands on how culture affects our everyday life. This webinar will focus on building inclusive organizational climates, which will then help you to effectively leverage a diverse pool of volunteers. This webinar will be interactive, and you will leave with tools for understanding yourself and how to embrace diversity.

September 14: Volunteer Motivation: The Key To Successful Recruitment, Retention and Recognition

Learning to determine motivational styles and create a more motivating climate will help attendees learn how to place volunteers in jobs they want to do and where they will be successful. Participants will learn the best way to supervise and support volunteers based on their particular motivational style.

Understanding what people want and what people expect are keys to a successful volunteer program or experience.

September 20: Building Volunteer Leadership to Increase Capacity

What are the strategies used by successful volunteer leaders to lead other volunteer leaders? Explore six steps to volunteer leadership. These techniques can be used to better engage volunteer leaders and learn a framework for volunteer leader success. After participating, you will be able to engage and motivate volunteers, discuss what motivates people to volunteer, match talents to skills and develop a plan for increasing active volunteer leader participation.

September 24: Moving Volunteers from Service to Civic Engagement

How do you define civic involvement? In this session, participants will spend time crafting personal definitions of civic involvement and discussing the implications of defining civic involvement. You'll be introduced to the concept of reflection and how intentionally combining reflection and meaningful service can deepen the civic commitment of your volunteers. We will also explore a variety of reflection ideas that you will be able to apply to your volunteer program.

[Register](#) today!

Hands On Training

Hands On Network provides free training and technical assistance to help national service programs leverage volunteers. From live training to webinars, on-line courses to effective practices, we provide a wide variety of resources for your program. Contact us at training@handsonnetwork.org or visit the [National Service Resource Center](#) for more information.

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