



eVOLve

technical assistance for
leveraging volunteers

Quick Links

Welcome to vol3 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.

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Ask Hands On

This Month's Question

Can you give me some tips and tools on how to best recruit and manage college volunteers?

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

The Answer Corner

Millions of college students are participating in a wide range of volunteer service activities, from teaching and mentoring children, to raising funds for worthy causes, to helping their fellow Americans recover from hurricanes. In fact, college students are twice as likely to volunteer than individuals of the same age who are not enrolled in an institution of higher education.

In the past decade, more and more colleges and universities across the world have begun to require students to volunteer a specific number of hours with local community organizations. They are doing this because research shows student volunteerism deepens their academic experience and, helps colleges and universities to be an integral part of the communities around them.

Reaching out to this ever-growing resource means thinking differently and creatively about how you recruit and manage volunteers. Try some of the following ideas:

Identify potential partners. Think about whether or not your organization has a positive relationship with a local college or university. Research what colleges in your community have a commitment to community service and identify the most promising initial contact.



Start off big. When you do get in the door with a local college, look for athletic teams, fraternities, sororities or clubs with a desire to be involved in community service to target. Alpha Phi Omega, a national service organization with chapters throughout the U.S. is a great place to start.

Identify a school liaison. A school liaison is a great asset when you are recruiting a group of students from one school. Try working with a coach, faculty/student advisor, or community service representative to serve as the primary contact for the group. This liaison will be your primary link to the school, can assist with communication, and will help to hold the students accountable.

Be Flexible. With orientations, exams, extra-curricula activities and part-time work, a college student's schedule can become hectic. Try to plan your recruitment efforts and volunteer activities accordingly. Also be prepared for their schedules to shift a bit from semester to semester. Keeping these schedule changes in mind, you can set an agreed schedule for the upcoming semester.

Use students to recruit other students. Try to involve students (both current and prospective mentors) with program planning and mentor recruitment.

Use the job design theory is the belief that jobs can be designed with that volunteer in mind. When properly implemented, job design gives volunteers a sense of achievement, a measure of autonomy, and an opportunity to develop new skills. It also results in clear job descriptions, which, in turn, lead to clear accountability. It gives volunteers a clear idea of what is expected of them, a clear reporting structure, and clear guidelines for their roles.

Advertise and appeal to their desires. Target your messages to students with specific career goals and/or majors to appeal to their need to build their resume and strengthen their job skills. For example: You can draft art students to do some of your advertising work. Many universities have the facilities and talent to produce broadcast-quality public service announcements and can be approached for such assistance.

Other examples on targeted messages include:

- Give back in return for the support you received when you were younger
- Earn credit for a course
- Apply what you are learning in a course to the real world
- Have fun
- Network with other mentors from diverse backgrounds

Adapted from, "Recruiting and Retaining College Students: Case Studies & Tips for Recruiting and Retaining College Students to Mentor Youth" Mass Menoring Partnerships 2007 and "A Matter of Design: Job Design theory and application to the voluntary sector." Volunteer Canada

For more tips on recruiting college students, check out the following websites:

- • ServiceLeader.org: Tips from the Field

- [Recruiting and Retaining Volunteers](#)

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

- [Establishing campus connections for engaging college students as volunteer leaders](#)
- [Understanding and facilitating group process when engaging student volunteer leaders](#)
- [Recruiting college students as volunteer leaders](#)
- [Using viral marketing to recruit student volunteer leaders](#)
- [Supporting student leadership in higher education service-learning](#)
- [Recognizing student volunteers with leadership awards](#)
- [Involving college students and community members in a social awareness event](#)
- [Providing part-time AmeriCorps opportunities for college and university students](#)

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

- [Strategic Plan: Engaging Students in Communities](#)
- [College Students Helping America](#)
- [Connecting College Students with Service: A Resource Guide for Community Organizations, College Administrators, Faculty and Students](#)
- [Recruiting College Volunteers: A Guide for Volunteer Recruitment and Management](#)

Careful recruitment is critical to the success of community building. As these college and university students build a deeper connection with your organization and have a positive community service experience, they begin to look for ways to deepen their volunteer commitment throughout their lifetime.

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 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 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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