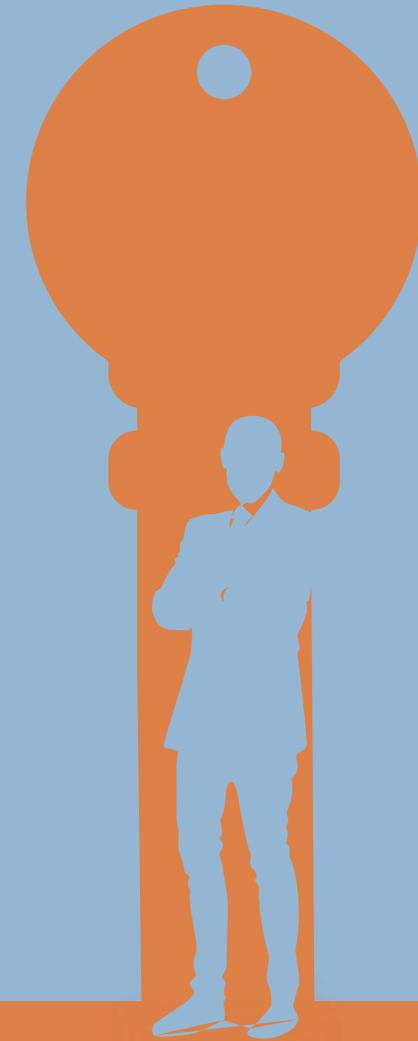


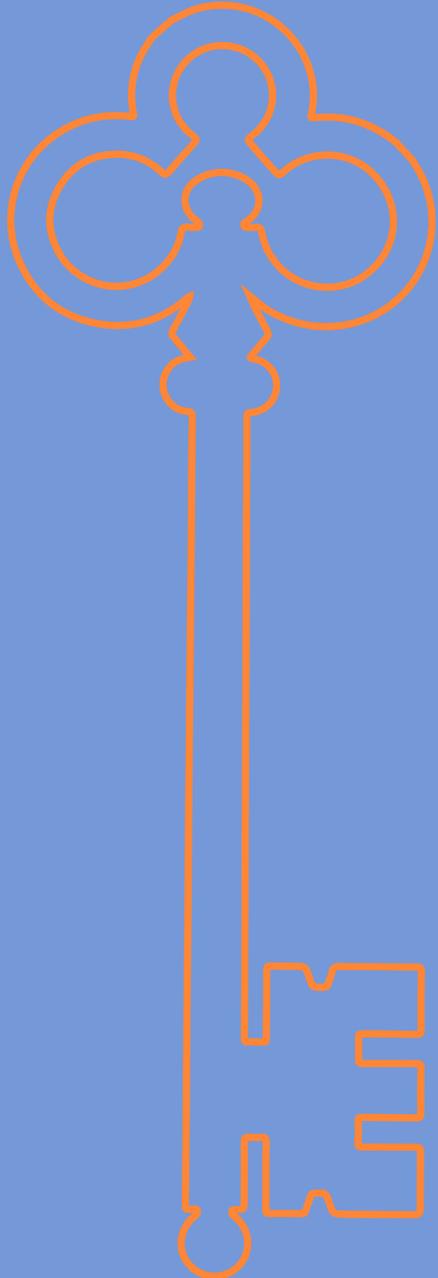
3.3 Recruitment, management and mobilization of volunteers



ReinFORCE SOCIAL Entrepreneurial Spirit through setting up Innovative Support Structures in the cross-border Territory
“Social Forces”

4.9.2: Design and Development of the Training Material





Contents

- The concept and role of volunteering
- Volunteers recruitment
- Warm Body Recruitment
- Targeted Recruitment
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- Volunteer management
- Volunteer's training plan
- Mobilizing and motivating volunteers

The concept and role of volunteering

Volunteering: a manifestation of social behavior where the person without the incentive of reward offers his/her **spare time** for a purpose of public benefit either on his/her own initiative or in the context of being a member of a group or body.



Volunteering:

- ✦ compensates the trend in modern societies to evaluate everything according to their monetary value.
- ✦ goes beyond its traditional forms (philanthropy, mutual societies).
- ✦ involves a dynamic active participation of volunteers-members of bodies or organizations.

A *mix of donations, volunteering and conventional commercial activity*, as well as the creation of **social benefit** as a primary objective, characterizes a social enterprise and contributes to its **sustainability**.

Volunteers recruitment

The starting point of volunteers' attraction is to inform the general population and to change it into an informed audience. **The main methods of volunteers' recruitment are the following three:**

1 Warm Body Recruitment

2 Targeted Recruitment

3 Concentric Circles
Recruitment



Warm Body Recruitment

It is used when the work for which volunteers are sought, have one of the following characteristics:

- It is a special event that requires a **significant number of volunteers for a short period of time.**
- **No special skills are required** and anyone can do it if he/she is trained.

The basic methods for this type of recruitment include simple dissemination of appropriate project information such as:

- 🔍 Distribution of information material
- 🔍 Advertising posters and brochures
- 🔍 Advertising in Media
- 🔍 Word of mouth dissemination

Targeted Recruitment

It is a process of **planning a campaign**, the result of which is to **disseminate the message** about an action to a **specific and qualified target group**. It is the appropriate method if the position for which volunteers are looking for, requires **special skills** or features that are not easily found.



Concentric Circles Recruitment

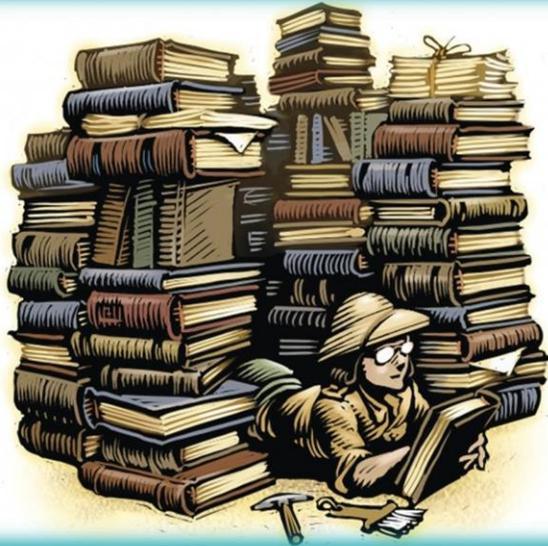
This method involves **identification** of groups of people who already are **in contact** with the organization which is seeking volunteers. For example:

- 💡 Beneficiaries of the organization employees, their families and relatives.
- 💡 Friends of the organization employees.
- 💡 People who are close to the region where the organization is active.
- 💡 People who are affected by the problems the organization is dealing with and the solutions it is intended to offer.

*The **advantage** of this method is that the target-group **is already familiar** with the organization or its objectives, and that volunteers **are recruited through trusted friends or people**.*

Volunteer management

For the proper organization of social enterprise's work as a whole and for the effective operation of the volunteers, the following tools should be used:



- 🔑 Meeting Minutes.
- 🔑 Paper on attendance of volunteers.
- 🔑 Volunteer shift schedule.
- 🔑 Short program of welcoming, orientation and basic education.
- 🔑 Volunteer manual that may involve everything the volunteer needs to know or record.

Volunteer's training plan

The volunteer's **training plan** for taking a role in the organization should answer the following questions:

-  What information does the volunteer need to take a specific role?
-  What skills does he/she need to meet?
-  What is the desired approach to the role?

Special training can be provided :

- ❖ either before taking a volunteer position in the form of a seminar or study,
- ❖ or directly at the workplace close to a more experienced volunteer or a paid employee.

Mobilizing and motivating volunteers

- **Motivation** refers to the emotional state that motivates the employee to act in a certain way
- **Commitment** in an ideal is the **strongest incentive** for change. It may be difficult for some people to work voluntarily as members of an organization, believing that they cannot make any changes by themselves, but they must not forget that they are just units of a much larger community and **all together** have the power to make a difference in any field they offer **their volunteer services**.

