



"Achieving Access, Equity & Sustainability for Children's Services in the Wheatbelt"

## Volunteer Recruitment Strategies

**Do not limit your recruitment strategies to parents whose children attend child care or to mothers.**

### Seniors

Grandparents and seniors may enjoy volunteering for a child care centre. Their grandchildren may even attend or have attended in the past. If you have a senior citizens centre or regular activities for seniors, attend the sessions or groups and speak to them about your organisation and volunteer opportunities. Seniors have a wealth of experience, retired school teachers, nurses, accountants or bookkeepers, insurance brokers etc still have an overall knowledge – it may not be up with current trends, but the basic principles remain the same in these areas.

### Gender

It is not just mothers who benefit from availability of child care. Attend a farmers meeting or local sporting group and address the group. Target men employed in professions that reflect skills that would be of value or whose children attend the centre. This also provides alternative views at meetings through "gender blending".

### Employers

Local council and local businesses may be claiming they cannot get staff – if there is child care available parents are able to return to work. Additionally if the employer has a parent employed then ensuring the sustainability of the child care centre is in the employer's interests.

Local councils have many skilled employees – this may be a potential target for recruitment. Also attend a council meeting and outline the profile of the organisation and need for volunteers. Councillors may not volunteer personally but this will help to get the word out.

## Other options

### Forming Partnerships

Approach an existing community organisation and offer to work together and become a dual committee, for example a Telecentre or a playgroup. The same members could be on each committee and the meetings could take place at the same time. This would ensure the sustainability of two organisations and decrease the burden on some volunteers. Note the organisations would remain separate in this model.

Join with another organisation and form a single organisation with sub committees of 2-3 people to manage different operations. In this instance there would only be one incorporated body.

The above two options can enable a shared treasurer and secretary etc and provide the opportunity for a broader range of skills. It can also allow for a shared administration in some cases.

### Advertising

Advertise the need for volunteers. Provide a profile of your organisation, ensuring you highlight the contribution to the community through providing this service, and clearly outline the requirements and volunteer role you need to fill – for example;

- A police clearance is required – paid by the organisation
- Willingness to sign confidentiality agreement due to the nature of the industry
- The number hours per week or month required
- The time of committee meetings
- Specific skills can also be outlined
  - a person experienced accounts
  - OHS
  - submission writing (good written communication skills)

It is important to then ensure the opportunity to use the skills is then provided.

### Advertising avenues:

School and playgroup newsletters

Via sporting groups (newsletters or posters)

School assemblies

Attending meetings and making presentations – Lions Club, Rotary

Local radio station – often free advertising for community groups

Local television – again free community announcements

Local newspaper

### Invitations

Identify the individuals in the community who have the skills required or are potential committee members. Forward a written invitation to join the committee.

It may be of benefit to highlight the values and skills you feel they would bring to your committee. Alternatively invite the person to a meeting as a guest – if they have specific skills (such as a solicitor) you could ask them as a guest speaker. They could then be approached to join the committee after experiencing and interacting with the existing committee. As a guest speaker the information they impart will be of value even if the guest does not join as a volunteer.

“Bring a Guest” Meeting - Ask all committee members to “bring a guest” and ensure the meeting has a social component.

Note When inviting guests to meetings it is important to ensure items discussed at the meeting are not confidential. For example it may not be appropriate to discuss a staff issue or complaint.

FINALLY do not leave recruitment of volunteers until the AGM. No one attends an AGM as they feel they may get a position. Start your recruitment before your AGM then people are comfortable in the meetings and with other committee members and may have developed an understanding that would enable them to confidently take on an office bearers role. Check your constitution to ensure you are able to recruit new committee members throughout the year.