

## Targeted Recruitment

### Targeted Recruitment Plan, part 1

Referring to the Position Description for which you are recruiting, answer the following questions. Be sure to pay attention to the key responsibilities, desired qualifications, and availability to inform your answers. Then, use these answers to complete the chart on the following page to plan your targeted recruitment.

1. **Who** would have the skills and interest to do this work?  
(Consider professions, geography, life stage, education level, and more. For example, for a risk management assessment, logical candidates include business executives who routinely conduct risk assessments or insurance brokers who recommend insurance coverage to clients based on risk.)
2. **Where** will you find them?  
(Consider professional associations, clubs, social media platforms, etc. Don't overlook your current volunteers. Examine who is currently volunteering and look at previous volunteers to identify their professions, experience, training, and education.)
3. **When** is the right time to outreach to these prospects?  
(Are there specific seasons when it is easier to reach these individuals? Do they have a busy season that would be best to avoid?)
4. **How** can you reach them? Which is the most effective medium to use?  
(Would an email invite be effective or would an in-person presentation be better?)
5. **Which people** are your potential recruiters?  
(Who in your current community has connections with these individuals or groups?)
6. **What** information about the volunteer opportunity would recruiters need to make a compelling invitation? How will you train these recruiters to share your invitation and make a compelling invitation?

Use these answers to fill in a Targeted Recruitment Plan customized for each available volunteer opportunity.

## Targeted Recruitment Plan, part 2

**Volunteer Role**

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**# Requested**

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**Desired Commitment**

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**Target Audiences**

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**Method/Media**

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**Recruiter or  
Responsible Person**

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**Timeline**

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**Evaluation** (How will you  
track recruitment efficacy?)

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