

Creating Your Volunteer Recruitment Pitch

Looking to refresh your volunteer recruitment pitch? Try this easy formula to create a new pitch.

Formula for creating a pitch

1. Statement of client need
2. Explain how to help
3. State the benefits

Example:

Statement of client need: *They have gloves, bats and softballs, but no coach. 75 mentally-challenged boys and girls are waiting for a coach.*

Explain how to help: *Don't let them strike out. Join our Special Olympics Team! Call 1-800-Gold today!*

Benefits: *You'll never feel more appreciated (and you'll get some exercise, too!).*

Other Examples:

Many Seniors in our community are not eating balanced meals and are suffering from malnutrition. You can give three hours to chop, slice, spread, boil, wrap, and pack food with our chef and other great folks. Knowing you've made a difference, enjoying your team, and learning how to cook in large quantities!

One out of five Americans can't read this message! By volunteering to teach an adult to read and write, you can open a world of opportunity for some who might otherwise be limited – stuck! We'll provide the training, you set the time and place of the lessons. Call Project Read at 555-877-5329.

Many elderly in our community live lonely stretches without a warm smile or embrace. Your family could volunteer to “adopt” one of these senior residents. The members of your family will experience some rare quality time together while giving someone's grandma or grandpa a real lift.

Infant car injury and death can be reduced by 75% with the use of infant car seats. You can make infant car seats available to new parents by volunteering to demonstrate these seats each Wednesday at North County Hospital. You will receive gratification from knowing you are helping to save the lives of our most valuable resource – our children.

Develop a recruitment message for an existing or new position in your organization. Jot down notes under each element and then write your full but brief recruitment message including these elements:

- I. Statement of Client Need:
- II. How the Volunteer can Help:
- III. The Benefits to the Volunteer: