



# Sample Mentor Recruitment Plan

## Fourth Quarter

October - December

### Goal: Recruit 25 new, committed volunteers

What is the capture rate for my organization when recruiting volunteers? This will help me plan the numbers - because recruiting is a numbers game

### For example:

- **Volunteer interaction goal: 250**  
(total number of volunteers we need to reach personally to make our recruiting goal)
- **Volunteer orientation goal: 50**  
(of the volunteers who hear a speech, 1 out of 5 come to orientation)
- **Volunteer recruitment goal: 25**  
(of the volunteers who come to orientation, 1 out of 2 commit to mentor)

## Recruitment Plan

Goal	Strategy	Action Item
Recruit 25 new volunteers	1. Contact potential volunteers through their friends and family (highly personal = highly effective)	1a. Current volunteers send an email to their friends and family to recruit volunteers 2a. Current volunteers, board members, faculty, parents, grandparents, send postcard to friends and family
	2. Recruiter personally talks to volunteers (people volunteer because people ask them to! = highly effective)	2a. 2 speaking engagements per month to civic groups 2b. 2 brown bag lunches at large employers per month 2c. Have a table at one community event per month 2d. Host two orientations per month
	3. Contact volunteers through targeted media / outreach (you are contacting your target volunteer = effective)	3a. Fliers in high traffic areas 3b. Articles in business newsletters, retired employee newsletters, volunteer center mailing 3c. Community college employee check stuffer
	4. Contact volunteers through community-wide media / outreach (impersonal but large numbers of people reached = less effective, but important)	4a. PSA on local radio 4b. PSA on local T.V. 4c. Guest speaker on local noon T.V. show 4d. Editorial in local paper 4e. Advertisement in paper, and E-sites 4f. Newspaper article in neighborhood newspapers 4e. Orientations listed on community calendars

### Action Steps for November:

(You can't do everything! Start with the more personal recruiting strategies 1 and 2)

Event	Month/Date	Person Responsible	Tools (if needed)	Measurable outcome / # referrals
Press release for Orientation 4e	November 1	Recruiter	Send press release and get on community calendars	On 4 community calendars
Bank Presentation 2a	November 2	Recruiter and volunteer	Brochures Program overviews Orientation flier	25 attended, 10 signed up for next orientation
Local paper editorial 4d	November 3	School principal	Give Principal talking points for the editorial	Appeared in the November 10 <sup>th</sup> paper - add link to website
Radio PSA deadline 4a	November 4	Media contact	Provide talking points	Will air throughout November - tracking phone calls
Email to friends & family 1a	November 5	Recruiter	Send email to volunteers to disseminate to friends and family / orientation flier	Gather email addresses of friends and family for data base
Community College Fair 2c	November 8	Recruiter and student volunteer	Banner, Display board, brochures, Sign-up sheets	10 people signed up for the next orientation
School newspaper article 1b	November 8	Recruiter	Send article	Appeared and received 5 phone calls, 2 emails
Business internal communications story 3b	November 8	Recruiter	Send story to contacts	1 phone call, 1 email
Distribute post cards to students & faculty 1b	November 8	Recruiter	Post cards	250 post cards were mailed out
Dept. Human Services 2a	November 8	Recruiter and high school student	Video PowerPoint presentation Sign-up sheets Banner	9 people signed up for orientation, 6 signed up for newsletter
Law Firm Brown Bag 2b	November 11	Recruiter and past volunteer	School-based info sheets Sign-up sheets Video	4 people signed up for orientation
Orientation	November 15	Recruiter with testimonial from a student	Sign in sheet, application, orientation guide	25 people attended and are entered into database
Brochure holders and brochures in refreshed	November 16-17	Recruiter	Coffee shops, bookstores, hardware, etc. refreshed	2 new placements Placement list updated
Volunteer match & craigslist update	November 18	Recruiter	New volunteer job description language	3 emails from craigslist

Comments on this plan: