

RECRUITING VOLUNTEERS

No matter where you are or how small your community is, volunteers are out there, and they do want to help you! You just have to find the right way(s) to reach them! Here are some recommendations for recruiting volunteers throughout the year.

SOCIAL MEDIA

If your neighborhood has a Facebook or Twitter account, you should be promoting your cleanup online at least two weeks before the event! Even if your community does not have its own account, you can use your personal account(s) to share the details of your event and invite your friends to join you in volunteering.

TIPS

- Aim to post content to your site(s) at least 3 times a week so you stay in your followers' newsfeeds.
- Use photos and videos to engage your followers.
- Ask questions.
- Post motivational quotes and get your audience thinking about what they can do to help!
- Include details about how to sign up for the event.

EXAMPLE POSTS

"We are planning a Great American Cleanup in our neighborhood this month! Do you have any project ideas?!"

"Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in."

POST YOUR EVENT ON VOLUNTEER WEBSITES

Many people looking for volunteer opportunities start by going to volunteer-matching websites. By posting your event to these sites, you'll easily reach a large audience of engaged citizens who want to get involved! Don't forget to post your event to your neighborhood's website too, if you have one!

RECOMMENDED SITES

- VolunteerMatch.org (many other volunteer-matching sites including United Way are powered by VolunteerMatch so if you post your event there, it will be shared on other sites as well)
- Idealist.org
- Createthegood.org
- Cincinnati.com
- Nextdoor.com

GRASSROOTS MARKETING

Sometimes grassroots marketing efforts are the best. These are some tried and true strategies you might try in your community.

IDEAS

- Hang event flyers in coffee shops, restaurants, libraries, grocery stores, churches, and other areas in your neighborhood (be sure to include the date, time, and meeting location of your event)
- Make phone calls to neighbors, businesses, schools, and churches and invite them to come out and volunteer with you (a personal request goes a long way)
- Promote your cleanup event at other neighborhood events (such as farmer's markets, block parties, and parades)
- Publish the volunteer event in your community's newsletter

Do you have other ideas or strategies that worked for your community? Share them with Megan Beck, our Volunteer Programs Manager, at (513) 352-4385 or via email at Megan@KeepCincinnatiBeautiful.org!

