



THE NATIONAL COURT APPOINTED  
SPECIAL ADVOCATE ASSOCIATION

## Volunteer Recruitment

### ***Getting Started***

Do goal setting every year with your board. Items to consider include:

- ◆ children to be served
- ◆ your community
- ◆ what you need in volunteers
- ◆ how you can attract a diverse population

Think about targeted and general recruitment efforts. General recruitment efforts are less likely to result in follow through from individuals, but can lead to good name recognition which is necessary to attract more volunteers.

### ***Recruitment Ideas: Where do you get volunteers? What's worked?***

- ◆ Advocate to advocate – Each One Reach One
- ◆ Civic groups
- ◆ Newspaper articles
- ◆ Utilize AmeriCorps/VISTA volunteers as recruiters
- ◆ Hold frequent orientations
- ◆ Vary orientation location – neighborhoods, coffee houses
- ◆ Vary training location – get corporations to “sponsor” a training class
- ◆ Newspaper advertising insert – sell ads to underwrite the cost
- ◆ Radio and TV PSAs
- ◆ Talk radio
- ◆ Jury pool room
- ◆ Universities and colleges (students (21+) and faculty)
- ◆ Realtors (can partner with real estate associations)
- ◆ Retired and active teachers
- ◆ Community bulletins/calendars
- ◆ Referrals from other agencies
- ◆ Flyer in utility bills

- ◆ Spouses of volunteers
- ◆ Volunteer fairs and local fairs/festivals
- ◆ Churches and Synagogues (Presbyterian churches have “minute for mission” times)- other possibilities include adult Sunday School classes, bible studies, fellowships, etc.
- ◆ Junior League & Service League
- ◆ Posters/billboards
- ◆ United Way and volunteer opportunities columns or newsletters
- ◆ Chamber of Commerce
- ◆ Placing bookmarks in bookstores and libraries
- ◆ Ask your current volunteers (and ask on the volunteer application): How did you hear about CASA? What motivated you to volunteer?

### **Using newspapers**

- ◆ “What’s happening” columns
- ◆ Editorials
- ◆ Utilize “community” newspapers
- ◆ Letters to editors: respond to articles with strategies to address problems, including CASA (as a strategy, not a problem!)
- ◆ Feature stories
  - call with a specific story idea, and give them a volunteer’s name and phone number
  - Use national events (such as national volunteer or child abuse prevention month) and make it local for them
- ◆ Paid advertising in newspapers
- ◆ Send press releases for awards won
- ◆ Consider including a media person on your board
- ◆ Know your beat reporter (the person who usually covers human services stories) and be a good source for them
- ◆ Send press releases often
- ◆ Put the newspaper on your newsletter mailing list

### **Tips for new programs**

- ◆ Don’t recruit volunteers until you are ready to use them
- ◆ Have cases for them as soon as they’re trained
- ◆ Develop mechanisms for keeping potential volunteers in the loop prior to training
  - Send them postcards and newsletters
  - Ebulletins
  - Invite them to in-service meetings (as long as you’re not discussing specific cases)
  - Keep a list of everyone who has expressed interest. If they can’t come to a particular training, be sure to invite them to the next, and the next, and the next.

## **Targeted Recruitment**

- ◆ Getting started
  - Read NCASAA's, "A World of Difference: A Manual for Achieving Greater Inclusion"
  - Know what diversity looks like in your community.
    - assess your current volunteer pool
    - call the census office or unemployment bureau for general population statistics
    - look at the population of children in the system in your area
- ◆ Make personal appeals. Have someone from the group targeted do the appeal
- ◆ Use posters showing diversity and inclusion
- ◆ Do a targeted media campaign (get donations to pay for it!)
  - Find a local spokesperson who understands the mission and is respected and articulate
- ◆ Target churches attended by people of color
- ◆ Ask retailers of color to put up posters in their windows or place brochures on their counter.
- ◆ Have a focus group of volunteers/members of the targeted group. Ask them what caused them to become involved with the CASA program.