

# RECRUITING VOLUNTEERS FOR YOUR GROUP

The most effective groups are continually recruiting members so that the group is vibrant and full of engaged volunteers. These ideas can assist in your recruitment efforts.

## Marketing Strategies

It is important to take advantage of all marketing strategies to aide in engaging new volunteers.

- Social networking sites (i.e., Facebook/LinkedIn/Twitter) – Use these sites to post calls for "help" to inform alumni that you are looking for new members to help plan events, assist in various club elements or just looking to get more alumni out to events.
- Take advantage of any message being sent to alumni (i.e., an upcoming event invite) by adding a call for "help"

## Event Recruiting

Perhaps the best way to recruit new members is by personal interaction with alumni. Prior to an event, pick up the phone and call fellow alumni to encourage them to attend events. Be sure to encourage alumni to bring guests.

During the event be sure to connect with all attendees and let them know about the group. A great way to accomplish this is by working the registration table. It gives you the opportunity to introduce yourself, as well as open the door for conversation. After the event, follow-up with attendees with an email or phone call to discuss the event and see how else you can assist them. Alumni are more encouraged to attend events when they feel they have a personal connection with someone who is attending. Encourage event participants to post their experiences and photos on social media so that their friends and followers can see the great time being had at events.

## Utilizing the Alumni Directory

The online alumni directory at [alumni.rice.edu](http://alumni.rice.edu) allows you to search for alumni. This can be a valuable tool in determining who might be interested in your group so that you can develop intentional ways to reach out and target these individuals.

## Partnering with the Office of Alumni Relations

Often times staff members are aware of individuals who are interested in volunteering their time and talents to help advance the work of the university. While the responsibility for recruitment for a group ultimately is that of the group's volunteer leaders, staff members are happy to assist with identification of possible volunteers and creating a strategic outreach plan to increase involvement and engagement for your group.

The Office of Alumni Relations can help with creating and distributing a survey to selected constituents to gauge interest in your group and engaging new volunteers. Please contact your Alumni Relations staff liaison to discuss options for surveying constituents. Traditionally, an annual survey of constituents has proven helpful so that the volunteer leaders have relevant and timely feedback from fellow constituents.