

The Seven Deadly Sins of Recruiting Volunteers

1. **Expect Announcements to Get Volunteers** – *Many people will never just volunteer. People want to be asked.*
2. **Go it Alone** – *Partnering is an effective way to recruit volunteers. Brainstorm possible people, partner with other organizations*
3. **Recruit Life-Time Individuals – Not Short Term Project Teams** – *Volunteers are more willing to say “yes” to a short-term commitment with an end-date in sight. Recruiting “teams” rather than individuals is particularly effective with younger volunteers.*
4. **Assume that “No” Means “Never”** – *Timing is everything. Sometimes “no” means “not now.” Sometimes it means they would rather do something else. Ask if there are other positions they would love to do, but were never asked.*
5. **Fall into the BIC Trap** (Butt in the Chair) – *Most times the chair is better left empty than filled with the wrong person*
6. **Be People Driven Rather than Position Driven** – *What positions do we need to accomplish our mission? What do I want this person to do? Then look for the person to fulfill the task.*
7. **Give the Position the Wrong Job Title**—*What’s in a name? Plenty!*