



coeliacuk  
live well gluten free

Recruiting volunteers

# Recruitment

- Planning your recruitment needs
- Recruiting the skills you need
- Recruiting through your network
- Recruitment messages that get results
- Making your local group attractive to volunteers



# Planning your recruitment

- Planning is everything
- Be clear about what you want:
  - Title
  - Purpose of role
  - Brief description
  - Time commitment
  - Support



# Recruiting the skills you want

- Don't be scared to be specific
  - Don't ask, don't get
- What is the most important criteria to you?
- What additional information can you give to volunteers?



# Recruiting through your network

- Word of mouth
  - People like to be asked
  - Ensure you are welcoming
  - Be aware of the pitfalls
- Pitfalls
  - Like attracts like
  - Beware of becoming a clique



# Recruitment messages that get results

- Awareness
  - The answer is not “we need volunteers”
  - Create awareness about you
  - Start with a statement of need
- Interest
  - Link volunteering activity with impact on members
- Desire
  - Collect quotes from existing volunteers
- Action
  - Quick and clear process to turn around enquiries



# Coeliac UK poster

Catch their attention highlighting the aims of the local group and the difference they will be able to make by taking part.

Provide clear contact details. If possible let them know quickly you will reply and how many hours they'll be expected to do each week

DO SOMETHING GREAT...



...SUPPORT YOUR GOELIAC UK LOCAL GROUP AND HELP PEOPLE IN YOUR COMMUNITY TO LIVE WELL, GLUTEN FREE.

**CONTACT US TODAY TO FIND OUT MORE**

No previous volunteering experience is needed. You will be supported in your role by your committee and the Coeliac UK Volunteer team. To sign up or to find out more email [bradford@coeliac.org.uk](mailto:bradford@coeliac.org.uk).

# Make yourself attractive to volunteers

- Respond promptly and efficiently
  - phone
  - email
- Make a good first impression
  - be punctual
  - plan what you are going to say
  - aim to have some written information to hand over
- Be flexible
  - offer a taster session.



# Promote

- Coeliac UK local group webpage
- Local group newsletter
- Email to members
- Doit.org

