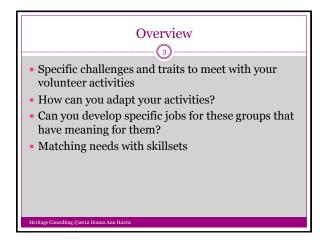
Recruiting Minority Groups, Families & College/Youth Volunteers DONNA ANN HARRIS HERITAGE CONSULTING INC.





Tips for Recruitment

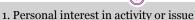
- African American Board members and staff help in recruiting volunteers
- Build a presence at existing community events (music festivals, live events, community/school events)
- · Use imagery of African Americans on your promotional materials
- Job descriptions are essential with time commitment (start, end, hours required)

Community Partnerships

- Partner with community groups
 - o Faith-based organizations
 - Sports clubs
- Professional associations
- Fraternities
- The importance of personal relationships
- Trust



Why do African Americans volunteer?



- 2. Enhance existing skills
- 3. Because I was asked
- 4. Have a child/relative/friend involved in activity
- 5. Socialize/meet new people
- 6. Expected as part of group membership
- 7. Make contacts for business or career advancement How do your volunteer opportunities intersect with these motivations?

MLK National Day of Service • Jan 16, 2012 Day of service to remember King's legacy Online posting for volunteer opportunities Gateway event for your recruitment efforts

The power of Thank you/recognition Thank you Informal vs. formal If the committee chair is not good at it, find someone else to do it. Groups need recognition in public for their work Letters to national headquarters, pastor, principal are excellent Good manners help Heritage Consulting © 2002 Donna Ann Harris



Latino Volunteers



- Trust is crucial, and personal relationships are extremely important
- Emphasis on personal relationship, rather than solely the "volunteer task"
- As a group, Latinos tend to be very communityminded
- Prominent family ties, the value of family

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Recruiting Latino Volunteers



- Establishing Trust
- Attending community and local events, getting to know the community
 - Churches
- O Special Events
- o Professional Associations
- o Clubs
- o Community Leaders
- Elected officials
- Listen to everyone, including outspoken critics

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