

## Recruiting Minority Groups, Families & College/Youth Volunteers

1

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## Overview

2

- These target groups require more in-depth techniques and adapted strategies for volunteer recruitment
- Focus on **wholesale** recruitment
- Build on existing volunteer program
- These groups do volunteer
- Some of these people have never been asked to volunteer before

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## Overview

3

- Specific challenges and traits to meet with your volunteer activities
- How can you adapt your activities?
- Can you develop specific jobs for these groups that have meaning for them?
- Matching needs with skillsets

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## African American Volunteers

4

- 5.5 Million volunteered in 2010
- Some challenges to reach, statistically



Louisa Stokes pix

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## Tips for Recruitment

5

- 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)

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## Community Partnerships

6

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



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## Why do African Americans volunteer?

7

1. Personal interest in activity or issue
  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?*

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## MLK National Day of Service

8

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



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## The power of Thank you/recognition

9

- 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



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## Latino Volunteers

10



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## Latino Volunteers

11

- 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 community-minded
- Prominent family ties, the value of family

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## Recruiting Latino Volunteers

12

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

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## Skillsets

13

- What skills does your organization need?
- What barriers can education, language, immigration status, country of origin exist to a potential volunteer?
- Use bi-lingual volunteer to translate job descriptions, your web site, your brochures



• Arvind Balaraman photo

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14

## Find a "Point Person"

- Select a volunteer or board member to be an outreach "point-person"
- Ideally a Latino member of your organization
- Match between organizational needs and personal goals
- Someone who understands potential barriers to organizational needs and available skillsets
- Someone who can serve as the face of the organization to the Latino community

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## Selling Your Organization

15

- Share your organization's mission and vision with a local Latino group
- How does your work impact Latinos and Latino communities?
- Why is it important to them personally?



• David Castillo Dominici pix

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16

## Target Audience

- Latino students
- Professionals
- Families
- Typically those with higher levels of education and language skills are most promising to have the time and resources to volunteer
- Typically not those seeking basic survival needs.

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## Inviting Participation

17

- Many Latinos have never been personally asked to volunteer
- Bilingual announcements and job descriptions essential
- Frame as an invitation to volunteer, not an announcement



• Arvind Balaraman pix

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## Appreciation

18

- Show appreciation for any assistance
- Enthusiasm helps
- Good experiences in a group may lead to individual volunteering
- Relationships matter



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## Families as volunteers

19



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20

### Family Volunteers

- Strong potential volunteer pool
- Challenge with multiple ages
- Recruit where families are
  - Churches
  - Schools
  - Community Groups
  - Recreation Centers
  - Youth Groups
  - Scouts (especially Eagle Scouts)

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### Some Youth Motivations

21

- Who is driving volunteerism in the family? Parents vs. children?
- Children
  - For college application reasons
  - Community service hours for school
  - For merit badges/Eagle Scouts



(David Castillo Dominici pix)

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### Creating an Opportunity

22

- Is your volunteer opportunity at a time when families are available? (outside 9-5, weekends, after school)
- What are your skill needs?
- Does your volunteer opportunity offer tasks for all ages? (kids, teens, adults)
- Best for “wide spectrum” events (festivals, dinners, special events)


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### Supervision issues with families

23

- Solicit opportunities that just one family member can do if the whole family isn't available
- Be sensitive to family dynamics (parental roles, supervision, personal development)

- Akeris pix



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### College volunteers and interns

24




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25

## College Volunteers

- New generation of volunteers
- More civic and community minded
- Looking for ways to “make a difference” FAST
- Volunteers vs. interns paid or unpaid
- Many are looking for real life experience for resume building

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26

## Recruitment

- Colleges
  - Campus activities office
  - Career office
  - Dean’s office
- Specific departments
  - Marketing,
    - Business,
    - Hospitality,
    - Tourism,
    - Design,
- Groups and Clubs
  - Sports
  - Specific clubs

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Job descriptions are essential

## Skills & Independent Projects--individuals

27

- Tech savvy
- Hands-on
- Monitored self-directed projects
- Social components might be key...or not



(tozz) pix

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## Recognition

28

- Recognize everyone, not just adults
- Recognition has to have meaning for that volunteer and volunteer group
- Make sure you have lots of photos on your web site of these volunteers



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## Saying Thank you

29

- If a volunteer comes from another group, send a letter of thanks to the referring group—church, club, social organization
- Thank the professor, dean who suggested a college student
- Thank the person on their Facebook page



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## Questions?

30

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## Thank you!

31

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