Tips for Recruiting New Volunteers

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Society for Technical Communication (STC)
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What People Want from STC Chapters

- Jobs
- Community
- Experience
- Networking
How Volunteer Recruitment Works with Our Marketing Cycle

1. **Plan**
2. **Promote**
3. **Recruit**
4. **Engage**
Stages of Volunteer Commitment

1. Need
2. Volunteer
3. Life Happens
4. Return
Overview of STC San Diego
Volunteer Recruiting since 2013
Overview of STC San Diego Volunteer Recruiting since 2013

• In 2013, STC San Diego was desperate for volunteers
• In 2014, we recruited 2 new volunteers
• In 2015, we recruited 2 new volunteers
• In 2016, we recruited 5 new volunteers
• Half of our new volunteers are under 40 years of age
Tips for Recruiting Volunteers
Ask for help

www.flickr.com/photos/andjohan
Ask for help

- Display help wanted sign on website
- Ask your network
- Use the bully pulpit
- Be specific
Have a job search progression for students
Change meeting locations
Change meeting locations
Have pub social nights
A job was referred to me by a fellow at our STC chapter who works at Qualcomm. I might not have applied for a Q job because I believed Q to be a FrameMaker shop, and I did not know FrameMaker at the time. He said that it was a special assignment and that I could probably handle it. It turns out that I handled the contract position and eventually got hired! And although my group does not use FrameMaker a lot, I have learned how to edit and publish docs in FM. So all is good!

- DJ Towne, Immediate Past President and Treasurer

I’ve found all my work positions and tech comm education over the last 20+ years through STC contacts, most of them in San Diego. What a great resource.

- Jean Femia
Start a company page on LinkedIn
Advertise on VolunteerMatch.org
Advertise on VolunteerMatch.org
Reduce volunteer workload
Reduce volunteer workload

• Limit volunteer time to 1 hour per week or less
• Have 2 or more people share a position
• Document processes
• Turn 1 position into 2 or more positions
Say “thank you”
Have Fun

Funny Things Improv Group
References

• Brinkerhoff, Peter C., Generations: the challenge of a lifetime for your nonprofit, 2007


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