

7 easy ways to recruit volunteers for the long-term

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Find out how to improve your recruitment practices and welcome new volunteers into your community group or organisation.

1. Provide easily accessible information

Have clear and up to date information on your social media pages or website. Check that your event dates, times, meeting locations, contact details, photos and videos are correct.

2. Welcome newcomers

This is important because it ensures potential volunteers:

- ✓ can easily contact you for more information, know where to go and what to bring
- ✓ know what new skills and experiences they can expect to gain, and what strengths they bring to the group
- ✓ feel comfortable, inspired and supported, and want to come back again.

Choose a friendly, outgoing person in your group to greet new volunteers, show them around and introduce them to others. They can also share their insights and be the initial point of contact if a new volunteer has any questions or specific needs.

3. Be prepared and share information

Make sure any new volunteer knows what they need to bring to an activity eg. water, food, equipment or protective clothing. You can do this with a phone call, text or email. Do this in advance to give them enough time to prepare.

4. Get to know your new volunteers

Volunteers' strengths can lie in different areas, like ecological knowledge, finance, physical fitness, social media, writing grant applications, and plenty more.

This diversity is great for you. Check if new volunteers have specific needs, along with their strengths, experience and interests, so that both your group and volunteers get the most out of their time and contributions.

5. Provide an induction and training

New volunteers require a good induction, insurance, and consistent training to safely perform tasks and understand the purpose of their work.

New volunteers may also need help with specific tasks, like plant identification or weed control techniques. Check on available training through Green Adelaide or your land manager.

Training can also include informal and practical sessions, where another volunteer demonstrates and explains tasks.



6. Prioritise Work Health Safety

Do volunteers know what to do if an accident or near-miss occurs? Do they have the right personal protective equipment (PPE)?

Ensure new volunteers are inducted appropriately. A good induction must outline:

- safety processes
- activity risks
- PPE
- when/ who to notify of an accident or hazard

Make sure you regularly communicate safety information – especially when any procedures change. It's important to encourage a working culture where safety is taken seriously.

Taking a break is important to reduce risks, ensure rest and social time.



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7. Follow up

Anyone who enquires about joining your group should be contacted in a timely manner. Encourage them to come along to your next event and follow-up with them prior.

After their first activity or event, be sure to thank new volunteers to let them know their efforts are appreciated. Reiterate how the efforts of the individual and wider group help make a difference.

Follow up with a phone call to see if they enjoyed their day. Ask for feedback – including what went well and how you could improve – and invite them back to another activity.