



# RECRUITING VOLUNTEERS

To Stay...

...and stay...

...and stay...

...and stay...

**Janetta Cravens**  
**Vice President of Programs**

# Not Alone

- 62.8 million Americans volunteered
- 35-44 year olds most likely to volunteer
- Lowest among 20-24 and 60+ years
- Teenagers give at a 26.1%
- Married people are more likely to volunteer than single people
- Most people give 50 hours or more

-- US Department of Labor Statistics for 2014



## What this means

- Nonprofits are the nation's second largest employer.
- If you count all the people who volunteer, nonprofits are the largest.

In Oklahoma,  
nonprofits employ  
45% more people  
than the oil and gas  
industry.



# Our volunteers save us billions of \$\$\$



OKLAHOMA CENTER FOR NONPROFITS

## Agency

## Clients

Scanning and shredding old HR paperwork. Alone. For 4 hours a day.

Variety of tasks under close supervision

Making pinwheels with stickers on them.





# 7 Deadly Sins of Volunteer Recruitment



# Sin 1: Position-Driven Opportunity

Assume volunteers know what volunteering entails

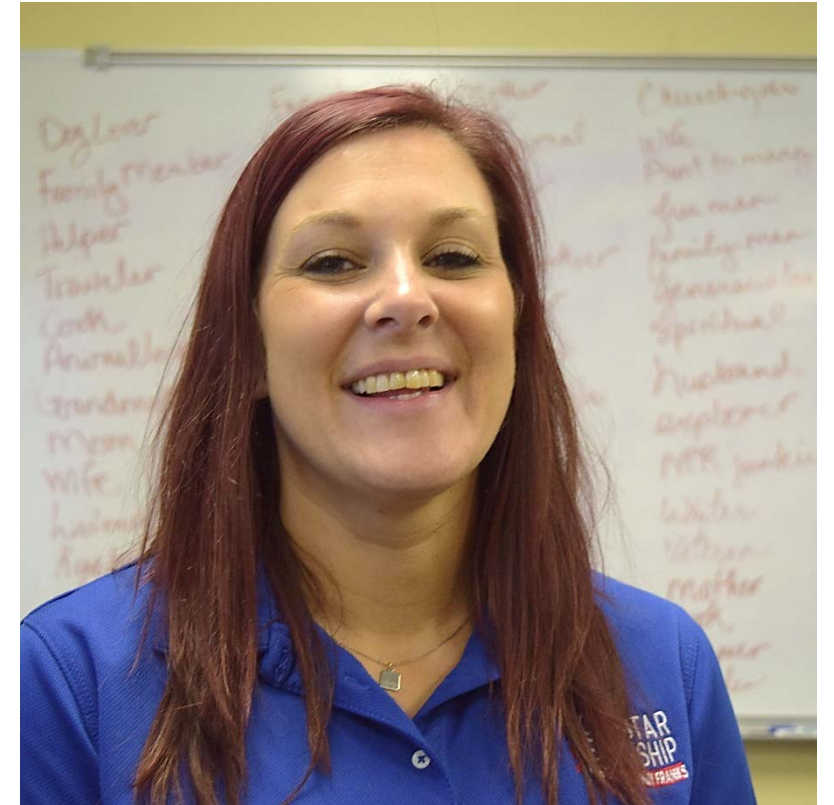
**Salvation:** People-Driven. Establish policies and procedures for volunteers



## Sin 2: B.I.C.

Make volunteerism “on the job training”

**Salvation:** Identify needs and write job descriptions





## Sin 3: Email-itis

Expect announcements to get to volunteers

**Salvation:** Ask



## Sin 4: Foreverism

Recruit life-time individuals – not short-term projects

**Salvation:** Practice the art of brevity. Let people say “yes” to short-term commitments.



## Sin 5: Whatever

Don't screen or place volunteers

**Salvation:** run background checks  
& match with skills



## Sin 6: Exhaustion

Too tired to: communicate frequently, recognize volunteers, or know what contribution they made.

**Salvation:** The three “T’s”: Train, Track, and Thank



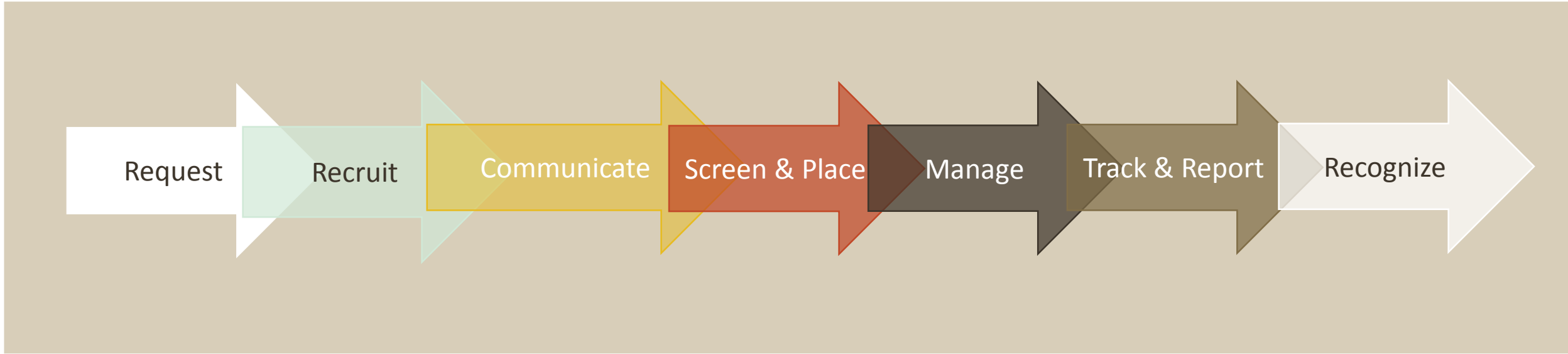


## Sin 7: Lone Ranger

Go it alone.

**Salvation:** partner with other organizations and recommit





# Questions?

Oklahoma Center for Nonprofits

720 W. Wilshire Blvd. Suite 115, Oklahoma City, OK 73116 – 405-463-6886

1145 S. Utica Ave, Suite 1100, Tulsa, OK 74104 – 918-579-1900

Ardmore, Oklahoma – 580-277-9922

[www.okcnp.org](http://www.okcnp.org)

Janetta Cravens

[jcravens@okcnp.org](mailto:jcravens@okcnp.org)

