The Ultimate Remote Volunteer Recruitment Checklist

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Remote Volunteer Recruitment Checklist

Rapid advances in technology are changing how we work — remote work is not only more common, it's often the preferred choice for both employers and employees.

And the idea of remote volunteering isn't far behind.

Volunteering virtually is a great way for people to get involved without the constraints of time and geographic location. For organizations, it opens up a much wider pool of potential volunteers, allowing them to recruit people with a specific skill set who might not live nearby, who have a disability, or who have very busy schedules and wouldn't be able to volunteer in-person.

If your organization is considering recruiting remote volunteers but you're not sure where to start, this Remote Volunteer Recruitment Checklist is for you.

Whether you're looking for volunteers for a specific virtual event or to provide general help, read on to learn what steps you need to take to successfully recruit and welcome new remote volunteers.

1. Pre-recruitment Planning

☐ **Identify assignments or jobs that can be done by remote volunteers.** These can include:

- Designing templates, flyers, or social media graphics
- Making phone calls to check-in with the people you serve
- Organizing files or data in the cloud
- Drafting, editing, and/or proofing documents
- Launching a peer-to-peer fundraising campaign for your organization
- Helping with research

☐ **Create volunteer position descriptions**

☐ **Create or update your recruitment toolkit,** which should include information about your organization and any requirements your remote volunteers should meet

☐ **Create a page on your website where the toolkit will be available** and include a sign-up or contact form to make it easy for potential volunteers to get in touch

2. Targeting Potential Volunteers

☐ **Start with existing volunteers**

- Browse through your volunteer management software and see if any existing volunteers have special skills or experience that can be used to help your organization virtually

- Review a list of individuals who have offered to volunteer in the past

☐ **Recruit within your "Circle of Influence"**

- Send an email to your community

- See if your staff members, volunteers or board members can think of any friends, family, co-workers or neighbors who might be interested

☐ **Broaden your circle**

Once you exhaust the family and friends list, you might need to widen your search. The benefit of providing remote volunteering opportunities is that your search doesn't have to be limited to a geographic location. Here are some ways to grow your reach:

- Write a newsletter article or a post on your organization's blog or forum

- Post about your volunteering opportunities on social media, including a link to the sign-up page on your website. Encourage people to share your posts, especially on LinkedIn

- Place an ad in relevant online publications from partnering organizations or corporate partners

- Sign up with a service that connects organizations and volunteers, such as VolunteerMatch

☐ **Target specific skills or needs**

If you need volunteers with specific skills or experience, consider talking to:

- Local small businesses about pro bono services

- Local companies that might be willing to offer their employees' time as a corporate initiative

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3. Screening and Confirming a Commitment

☐ **Screen each potential volunteer:**

    1. Create short-lists of volunteers in each volunteer job category

    2. Develop a screening process and documentation

    3. Interview each volunteer applicant via phone or video call and capture information from all interviews

☐ **Determine appropriate roles** for each volunteer

☐ **Contact each volunteer** to inform them of their role

4. Follow-up and Orientation

☐ **Send an email to your volunteers** with all of the pertinent details of their commitment

☐ While there's no need to organize an in-person orientation session, **consider setting up a group video call** to help your new volunteers feel welcomed and get to know your organization

☐ **Ensure your volunteers undergo any mandatory certification** that they need in order to volunteer

☐ **Share any relevant training or onboarding materials via email**

☐ **Make sure that your volunteers have everything they need to succeed in their role** (e.g. do they need any remote communication tools or software?)

☐ **Optional: set up a Facebook or Slack group** so that online volunteers can communicate with each other

☐ **Make sure your volunteers have clear instructions, expectations and deadlines**

☐ **Be sure to make yourself (or an appointed staff member) available for regular communication,** in case they have questions or concerns about their role

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