

Building a recruitment plan

Abstract

Recruitment is a continuous activity for national service programs, and can take a substantial amount of time and resources. Following a recruitment plan can utilize time and resources in the most efficient way. Catholic Network of Volunteer Service recommends creating a recruitment plan by using their Recruitment Start-up Checklist.

Issue

Recruitment is a continuous activity for national service programs, and can take a substantial amount of time and resources.

Action

According to the Catholic Network of Volunteer Service, effective practices for building a recruitment plan include:

- Having a start-up checklist
- Gathering information about member benefits
- Creating a comprehensive member position description
- Attending events that will facilitate outreach
- Making presentations at events, conferences and meetings
- Providing short information sessions when appropriate
- Distributing mailings
- Advertising in newspapers, on the radio and television
- Submitting articles to newsletters and local papers
- Distributing information at selective sites

Context: Who Provided this Best Practice Information?

Catholic Network of Volunteer Service (CNVS), a non-profit organization established in 1963, is a national association of Christian volunteer and mission programs. Leaders in promoting domestic and international service opportunities to people of all backgrounds, ages and skills, CNVS provides its over 230 member programs with resources to effectively fulfill their missions.