

How to Recruit, Train and Engage Volunteers

Recruitment

Highly engaged and motivated volunteers make a huge difference in fundraising results. To build your team:

Highlight the benefits of volunteering, including networking and development of leadership, project management, and/or financial management skills.

- Use the [TEMPLATE – Volunteer Recruitment Email](#) as a starting point.
- Use internal communications networks, newsletters, town halls, ADM Updates.
- Invite volunteers from previous years to participate in the current campaign
- Include a call to appoint or suggest volunteers during a pre-campaign briefing with senior leadership
- As a last resort, ask each division or region to appoint a volunteer.

Training Volunteers

Volunteers should be invited to attend one of the volunteer training sessions offered by Federated Health Charities:

- Briefly review history/impact FHC and supported charities
- Review available resources, including tip sheets, posters, charity speakers
- Provide interactive Q&A sessions

Email federated.health.charities@ontario.ca to arrange custom training or for dates of available training events.

Engagement

Understand what volunteers want to get out of the volunteer experience and encourage it during campaign activities. Campaign volunteers join for a variety of reasons, including to:

- build professional relationships and network across ministries/divisions
- enhance specific skills
- contribute to a meaningful cause.

Also, keep volunteers engaged by:

- Communicating with the team regularly (consider weekly or biweekly meetings)
- Sharing campaign progress/updates, including financial and special event status
- Involving the campaign team in planning, encouraging the open flow of ideas

- Educating volunteers on the charities and causes the campaign supports
- Recognizing and thanking volunteers for their work throughout the campaign
- Consider giving a small gift or certificate at the end of the campaign
- Submit volunteer names to Federated Health Charities for corporate recognition