

THE ART OF VOLUNTEER RECRUITMENT & RETENTION





Land Affirmation



What is VSP?



- The Volunteer Screening Program (VSP) is partnership between Volunteer Alberta and Government of Alberta
- Provides educational resources and tools designed to help nonprofit voluntary sector (NPVS) organizations improve their volunteer screening processes and procedures
- Offers financial opportunities to aid organizations in their volunteer screening efforts (Vulnerable Sector Check Fee Waiver and Volunteer Screening Development Micro-Grants)



Why do we screen?

**Promoting
community
safety**

**Matching
volunteers to
meaningful
roles that
mutually
benefit all
community
members**



Relationship-based Screening

- Emphasizes human connection, empathy, reciprocity
- Welcomes volunteers to be equal players in the screening process
- A form of risk mitigation
- Like a garden, not a machine





HOW DO I GET MORE VOLUNTEERS?

And why is that the wrong question?

January 21, 2025
Scott Lundell
Edmonton Chamber of Voluntary Organizations
Capacity Building and Volunteerism



Edmonton Chamber
of Voluntary Organizations



AGENDA

What are the actual questions?

- What are you asking them to do?
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- What are you waiting for?
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- What are your barriers?
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- What's your call to action?

WHAT ARE YOU ASKING THEM TO DO?

PROVIDING JUST WORK

Make sure it aligns

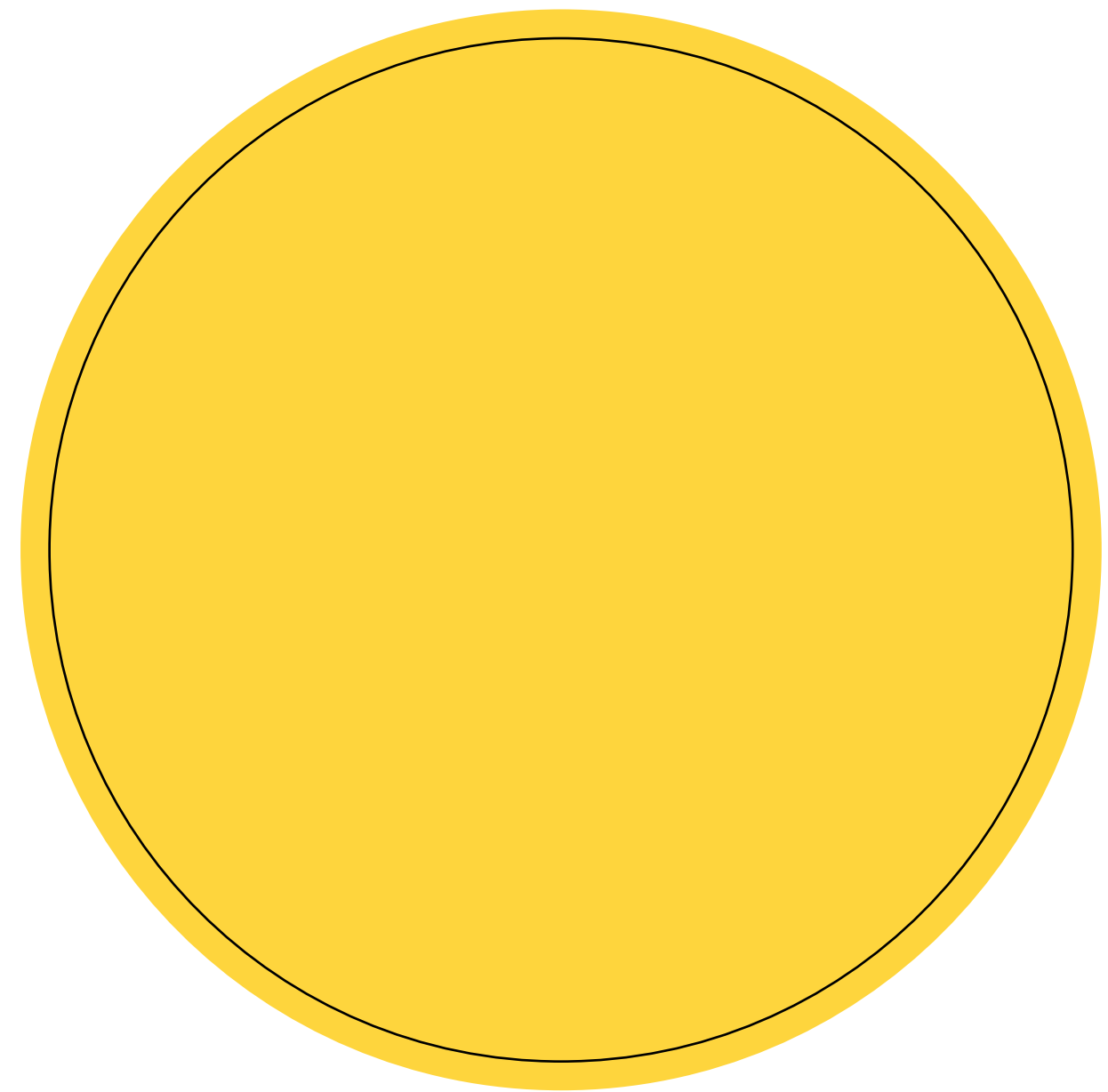
Be clear about expectations

Be clear about the commitment

Make it compelling

Demonstrate how it creates impact

Be flexible





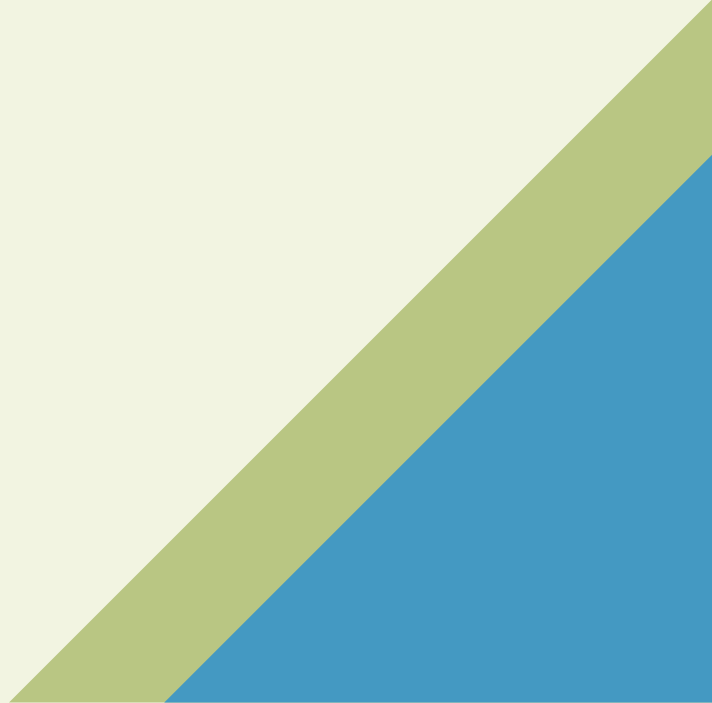
WHAT ARE YOU WAITING FOR?

TIME IS YOUR ENEMY

Go through your process

Flag down time

Fill the time gaps



WHAT ARE YOUR BARRIERS?

INTENTIONAL RISK MANAGEMENT

First impressions

Reduce paperwork

Eliminate unnecessary steps

Make it as seamless as possible

WHAT'S YOUR CALL TO ACTION?

STRATEGIC MESSAGES

Volunteers Needed

Desperation reeks of desperation

Generic messages don't work

Understand your ideal audience

Tailor your messaging

Strategic placement



**WHAT ARE YOU ASKING
THEM TO DO?**

PROVIDE JUST WORK

**WHAT ARE YOU
WAITING FOR?**

TIME IS YOUR ENEMY

**WHAT ARE YOUR
BARRIERS?**

INTENTIONAL RISK MANAGEMENT

**WHAT'S YOUR CALL TO
ACTION?**

STRATEGIC MESSAGES



QUESTIONS





Volunteer Screening Program

Apply today!



Thank you!



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