

History, Culture, and Cause

Before you begin to recruit volunteers, be sure you understand your program's history, culture, and cause. Take a few minutes to answer these questions:

How do you typically use volunteers in your program?

Which programs are successful? Which are/were not?

With whom have you collaborated? Which of those unions were successful? Which were not, and why?

What publicity, good or bad, has your program received that may affect your recruitment efforts?

Can you speak knowledgeably about your program's mission/cause?

Do you feel comfortable speaking to how the projects of the program will help achieve the mission?

Can you clearly articulate to volunteers how their work will contribute to the program's mission and goals?

Is your workplace open and friendly to volunteers? How can it be more volunteer friendly?

Would you recommend volunteering in your program to close friends and family? Why or why not?
