**Steps to Developing a Targeted Recruitment Plan**

1. Target your market
2. Identify features and benefits
3. Craft a powerful message
4. Design a communication strategy

**Recruitment Message Worksheet**

Step 1: Who is your audience? Who are you targeting?

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Step 2: Identify Benefits and Features of Volunteer Position

* **Benefits**: What volunteering does for the volunteers, such as teaching them a skill, having fun, meeting people, etc.
* **Features**: Descriptive elements of the volunteering, such as when, where, doing what with whom, etc.

**Benefits**

What are thebenefits to volunteering in this position?

Examples:

* Increased knowledge, skill, or experience
* Professional development
* Networking
* Reimbursement of expenses
* Being a part of your community
* Sense of accomplishment
* Be a part of the solution to social problems locally
* Others

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**Features**

**What**

Describe the overall position is a clear, comprehensive, concise manner.

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**When**

What is the time commitment for this position? Is it an ongoing, regularly scheduled opportunity, a one day service project, or could the volunteer complete the position requirements according to their schedule?

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**Where**

Where is the volunteer opportunity? Does the position require the volunteer to be in a certain place or can the position requirements be carried out anywhere? Is it a virtual volunteer opportunity?

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**Why**

What need is this volunteer opportunity filling?

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**With Whom**

Will the volunteer be working with other individuals to carry out their duties?

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**Other Key Information**

Is there any other critical information for the volunteer to know about this position?

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**Possible Barriers**

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**Step 3: Craft a Powerful Message**

Simplify your message and get creative.

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**Step 4: Design a Communication Strategy**

What are some techniques you utilize? What is the most effective technique?

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| **Population** | **Technique** |
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