RECRUIT ALUMNI VOLUNTEERS

Clubs/groups are advised to assign a volunteer the specific responsibility of volunteer management. Recruiting alumni volunteers starts with two questions: What is the club trying to accomplish in the regional alumni community? Why is the club in need of a volunteer at this point? Once these questions are addressed, use the below methods to aid in recruitment efforts.

LOOK FOR FAMILIAR FACES

Pay attention to who comes to events. Track attendance lists and make a note of alumni who attend multiple events. Repeat attendees have already demonstrated interest in club programming and a willingness to commit to events. Although these alumni may never want to do more than attend events, they are a good place to start. If someone declines getting involved, be gracious and let them know you appreciate their support at events and look forward to seeing them again in the future.

LEVERAGE NETWORKS

Current board members and volunteers may come across or already know UChicago alumni through their professional or social networks. Ask if they would like to get involved.

TRY A SURVEY

Give people the opportunity to self-select by sending a survey that gives constituents the opportunity to say they would like more information about getting involved. It’s much easier to respond to someone’s stated interest than reach out cold turkey, and a survey can be a low pressure way for people to come to you. Once someone has responded to a survey, it’s very important to follow up quickly and enthusiastically.

BE SPECIFIC

People don’t necessarily know what volunteering for a club/group looks like or what is required, so it’s up to current volunteers to tell them. Recruit people to help plan a specific event or to fill a specific board position. Send the potential recruit a list of duties of the position so they understand exactly what they are volunteering for.
BE STRATEGIC

Find out what potential volunteers are interested in and ask them to share their talents with the club/group. Someone who enjoys writing may be well suited for a communications role. Someone already active on social media may be willing to help build the club’s social media presence. Remember that volunteering for your club may be a helpful item on someone’s résumé or an opportunity to grow skills that can use outside of the club/group. Be willing to create a win-win situation that advances the club while helping the volunteer.

BE WILLING TO START SMALL

We often hear that alumni are hesitant to commit to a board role or to planning an event on their own because they’re unsure of their abilities. You can help build confidence by taking advantage of small opportunities. Ask new volunteers to partner with an existing volunteer to plan an event together, or invite them to attend a board meeting before committing to a position.