

# **VOLUNTEER RECRUITMENT PLANNING CANVAS**

This planning tool developed by Tamarack's <u>Learning Centre</u> will help you build an effective volunteer recruitment strategy thanks to the <u>lessons learned by Carman Wellness Connections</u>.

# COMMUNITY COLLABORATION PLANNING TABLES

Community collaboration planning tables are multi-sector groups.

They are formed to tackle a challenging community issue or opportunity.

The core work of a community-based planning table is to:

- Build agreement and a plan which defines a common purpose
- Engage people representing different perspectives and sectors including those directly impacted by the challenge
- Understand how the challenge being tackled impacts equitydeserving populations
- Collaborate on strategies
- Leverage local resources
- Evaluate progress and share results with the community
- Celebrate success

# **COLLABORATION ROLES**

#### **Convener:**

The individual or group hosting the collaboration

# **Board or Leadership Table:**

The senior decision-making table

# **Working Groups:**

Sub-groups supporting the collaboration

### **Support Staff/Team:**

Designated staff members working directly for the collaboration

## **Collaboration Members:**

Community or organization members



# **BUILD YOUR APPROACH STEP BY STEP**

#### SCOPING

- Develop recruitment goal and timeframe; do not try to do too much
- Identify Group and confirm current vacancies to be filled
- Confirm the skill sets required or desired
- Confirm number and role(s) to be filled
- Review and update the position description including role, commitment, skills, what makes this role fun and exciting, and key accomplishments

#### **COMMUNICATING**

- Develop a communication strategy including strategic recruitment
- Identify who and how to communicate
- Flyer, social media, newspaper ad, video, shoulder tap, internal audience
- Develop a list of people to tap on the shoulder
- Develop a package of basic information about the CWC – background
- Engage your inner circle of connections

#### RECRUITING

- Confirm a recruitment strategy including timelines
- Identify a team to review applicants
- Invite current members to suggest potential candidates, invite community apply
- Identify additional recruitment approaches

#### CONNECTING

- Establish a time to meet with selected applicants
- Focus on learning more about them and them learning more about CWC
- Provide reflection time
- Send thank you letters as a follow up to all applicants

#### **CONFIRMING**

- Confirm with those applicants who will be brought on board
- Develop an onboarding strategy with materials that they can review
- Consider a CWC Buddy
- Check in regularly with new members especially in the first couple of months

# **RECRUITING WITH ENGAGEMENT IN MIND:**

Volunteering should be fun, engaging and impactful. In the table below, identify what makes your collaborative work, fun, engaging or impactful.

Fun	Engaging	Impactful



# **SUCCESS STORY**

Discover the success of <u>Carman</u>
<u>Wellness Connections</u> and how they
built their volunteer recruitment
strategy! Read their <u>case story here</u>.



# STEPS TO BUILDING A VOLUNTEER RECRUITMENT STRATEGY

- 1. Scope out and describe the current state of volunteers in different roles within the community collaboration.
- 2. Complete the Volunteer Recruitment Matrix below.
- 3. Communicate about volunteer opportunities.
- 4. Recruit volunteer prospects through your network and community.
- 5. Connect with applicants to confirm their interest.
- 6. Confirm candidates.
- 7. Onboard and support volunteers as they learn their new role

# Adjust as required to your collaboration structure.

Parts of the Collaboration Examples below; change as required	Current number of members and roles	Desired number of members and roles	What makes this role fun and engaging?	What impact is this role having on the community?
Convener				
Leadership Table or Board of Directors				
Steering Committee				
Working Groups or Action Teams				
Community member				
Other (add here)				3



Turtle Island (North America) is the ancestral home of Indigenous peoples of First Nation, Métis, and Inuit descent. Manitoba, Canada, where **Carman Wellness Connections** is located, was originally inhabited by various Indigenous nations, including the Anishinaabe, Cree, and Dakota peoples. We recognize that across this land, Indigenous rights holders have endured historical oppression and continue to experience inequities that have resulted from the widespread colonialist systems and ideologies that perpetuate harm to Indigenous peoples to this day.

This planning tool was developed by Tamarack's <u>Learning Centre</u> to help you build an effective volunteer recruitment strategy thanks to the lessons learned by <u>Carman Wellness Connections</u>.

Learn more about the Tamarack Institute's <u>skills for change</u>, where you can meet our Consulting Directors and book a free consultation!

Discover <u>who Tamarack is and what we do</u>, and follow us on <u>Instagram</u>, <u>Facebook</u>, <u>LinkedIn</u>, and <u>X</u>!

