



VOLUNTEER RECRUITMENT PLANNING CANVAS

This planning tool developed by Tamarack's [Learning Centre](#) will help you build an effective volunteer recruitment strategy thanks to the [lessons learned by Carman Wellness Connections](#).

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 equity-deserving 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



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 [Carman Wellness Connections](#) and how they built their volunteer recruitment strategy! Read their [case story here](#).



ADDITIONAL RESOURCES:
[Tamarack Institute](#)
[Volunteer Canada](#)
[Capacity Canada](#)

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)				



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 [Learning Centre](#) to help you build an effective volunteer recruitment strategy thanks to the lessons learned by [Carman Wellness Connections](#).

Learn more about the Tamarack Institute's [skills for change](#), where you can meet our Consulting Directors and book a free consultation!

Discover [who Tamarack is and what we do](#), and follow us on [Instagram](#), [Facebook](#), [LinkedIn](#), and [X!](#)