Strategies for Volunteer Recruitment

- Personally extend invitations to potential volunteer candidates through visits or phone calls
- Supplement personal invitation with print information (flyers, posters, newspaper articles) written in Spanish and or/English
- Utilize Spanish Radio spots
- Hold meetings in locations where people will be comfortable
- Offer food, door prizes, and music as part of the meetings
- Take into consideration the daily schedule of potential candidates when setting meeting times
- Accommodate language preferences
- Explain how your organization benefits Latino families and their community
- Specifically describe how volunteering will benefit families and community
- Emphasize your long-term commitment to the community
- Initially recruit for short-term assignments
- Don’t become discouraged by limited response—keep asking

Supporting Volunteers

- Review organizational structures, policies, and practices to identify and change any that inhibit the participation of Latino volunteers
- Be sure that meeting and work spaces visually reflect a diversity of cultures
- Greet volunteers individually when they come in and thank them when they leave
- When possible have some food available to demonstrate hospitality
- If volunteers speak Spanish only, have Spanish – speaking staff available to answer questions, explain roles, duties, etc.
- Assist with child care and transportation as needed
- Avoid out-of-pocket expenses for volunteers
- Simplify paperwork and give explanation for its need
- Treat volunteers as co-workers, valuable members of the organizational team
- Provide quality training and support
- Empower volunteers, involve them in planning as well as delivering services
- Don’t overwork volunteers; balance the work with informal opportunities to socialize
- Use purposeful recognition

Ways to Recognize Volunteers

- Invite volunteers and their families to a small celebration and present certificates of appreciation
- If volunteers have worked with a youth, have youth present the certificates
- Identify volunteers by name in the organization’s newsletter
- Sponsor a volunteer retreat
- Provide ongoing purposeful recognition to individuals, many thank you’s and praise
- Provide an opportunity for additional training
- Advance the volunteer to a position of greater responsibility (i.e., LAT chair, LAT member, volunteer recruitment & retention committee, etc.)