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# Recruitment & Retention

# Action Plan

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| **ADOPT** | An adapt-and-overcome attitude. Treat every public interaction as a public service, public education, public relations and recruitment opportunity. |
| **ASSESS** | Your current delivery system, available staffing, target audience and your need for volunteers.  |
| **PLAN** | For new volunteers logistically, operationally and culturally. Establish attainable goals and benchmarks for measuring success. Focus on quality–not just quantity. Be careful what you wish for! |
| **IDENTIFY** | Opportunities for change. Do what you do best. Outsource the rest. |
| **TRAIN** | Existing volunteers to recruit and retain. Take a team approach to building a bigger, better team. |
| **CREATE** | Messages and media that challenge the prospect to get involved. Always include a call-to-action and a sense of urgency. |
| DEMONSTRATE | The needs of and want for volunteers. Data drives decisions but people volunteer with their heart. |
| **IMPLEMENT** | Innovative solutions that are manageable, scalable and sustainable. |
| **MEASURE** | Progress and modify your program and efforts to meet changing needs and conditions. |
| **FOLLOW-UP** | And Follow-Through. Capture their attention early and often. Keep the prospect engaged throughout the entire process – from recruit to retirement. |

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