

Finding new volunteers

Finding new volunteers starts with being visible. By building your organisation's profile and promoting opportunities where potential volunteers are already looking, you'll be more likely to attract people who are a great fit.

Build the organisations profile

Before people will consider volunteering with your organisation, they need to know you exist. You know the incredible mahi your organisation does, but if your community doesn't know about it, they won't think to volunteer with you.

Some ways to raise your profile include:

- Keep your website and social media up to date with recent photos, stories and volunteer opportunities.
- Share your impact by highlighting the difference your volunteers and organisation make.
- Attend community events, expos and volunteer fairs.
- Build relationships with local media by sharing stories with newspapers, radio stations and community newsletters.
- Network with other organisations, funders and community groups.
- Encourage volunteers, staff and people who access your services to share their experiences—word of mouth is one of the most effective forms of promotion.
- Make it easy for people to volunteer by ensuring your contact details and volunteer information are easy to find.

Remember: A strong reputation isn't built overnight. Consistent, authentic visibility helps people become familiar with your organisation, making them much more likely to think of you when they're ready to volunteer.

Where do you find volunteers?

Wherever you find people, you'll find potential volunteers. Often, it's simply a matter of reaching the right person at the right time. Think about where your ideal volunteer already spends their time and promote your opportunity in a variety of places.

Some ideas include:

- Your own networks – Ask current volunteers, staff, members and supporters to share your opportunities with friends, whānau and colleagues.
- Volunteering Waikato – Advertise your volunteer roles to people actively looking for opportunities.
- Businesses and workplaces – Ideal for recruiting people with specific skills or engaging corporate volunteer teams.
- Clubs and community groups – Sports clubs, hobby groups, service clubs, faith communities and local interest groups.
- Community spaces – Display posters or flyers on community noticeboards in libraries, community houses, cafés, information centres and other local gathering places.
- Schools and tertiary providers – Connect with secondary schools, polytechnics and universities, e.g. University of Waikato students must complete work-integrated learning or internship placements (paid or unpaid) as part of their studies.
- Social media – Share opportunities through Facebook, Instagram, Tiktok, LinkedIn and local community groups.



Ask every new volunteer, "How did you hear about us?" Tracking what works will help you focus your recruitment efforts where they have the greatest impact.