**Marketing your Nonprofit Organization to Volunteers**

Marketing your business is a key component to success. This is true in the for profit world but is also essential for nonprofits as volunteer recruitment plays a vital role in the success of an organization. The following steps, as defined by the HandsOn Network, can guide your nonprofit while keeping the need for volunteers and volunteer management in the forefront.

* **Step 1: Develop Your Identity** – **Use branding to show your uniqueness**

Branding is defined as a **unique** name, slogan, symbol/logo or visual design, or a combination of these, to differentiate your organization to your community. It should capture your audience’s attention and convey your message as simply as possible.

**Your brand** becomes **your identity** in your community. To succeed, you must show your brand ***at every point of public contact*** *–*website, presentations, emails, and all correspondence.

To develop your unique identity, think about whom your audience is and how you want them to perceive you. Customers include internal staff, organizations, corporations, sponsors, and volunteers – anyone that you and your website will come in contact with as you recruit.

* **Step 2: Package Your Perks**

Package your organization’s volunteer needs with the perks one receives for being a volunteer for your organization. For example, if you volunteer for ten hours a month, you get a free coffee from the local coffee shop. Recruitment and recognition should always go together.

* **Step 3 - Generate Interest**

**Create a Marketing Plan** which uses multiple forms of media to inform your potential volunteers about your organization’s needs. Remember to communicate your entire “package of offerings” from Step 2.

**It is important to also reach out directly to volunteers**; the most successful volunteer recruiters “get the word out” to drive volunteers to the organization. This demonstrates the true value of volunteers to your agency.

Your **Marketing Communications Plan** to volunteers should include:

* Email
* Mailings and Postcards
* Advertisement/Print Media
* Recognition
* Personal Contact via phone or speaking engagements

* **Step 4 - Personalized Follow-Up** – **Reinforce the message**

Did the volunteer receive and emails or phone calls? Do they have questions? Provide orientation to each new volunteer while personally getting to know one another. It is also recommended that calls are made randomly to volunteers to inquire about how their volunteer opportunity went after completion. Was the opportunity handled professionally by the agency? Was it what they expected? Will they consider volunteering again?

* **Step 5 - Become a Speaker at Local Events** – **Reach a bigger audience**

You have important information to share with potential volunteers about your organization and your website. Get the word outto larger audiences through participating in events and association meetings. You will reach both organizations and potential volunteers eager to join the work of your organization.

Check the calendar of events for your Chamber of Commerce, corporate sponsors, colleges and local organizations.