

Online Recruitment Strategies

Online recruitment has become a popular method of advertising for volunteers. Using websites which list volunteer opportunities can be an effective and inexpensive outreach strategy that requires little maintenance after initially posting. The following websites are used by MLC to post volunteer opportunities:

Craigslist – <http://minneapolis.craigslist.org>

Craigslist is an international network of classified advertisements broken down by cities. It is one of the leading classified advertising services in any medium. There is a section specifically for volunteers, and it is free to post. Listings expire every 45 days, but it is beneficial to repost often as postings are listed by date.

Hands On Twin Cities - www.handsontwincities.org

Hands On Twin Cities lists volunteer opportunities in the Twin Cities area. You must be an affiliate to post. There is a fee to become an affiliate depending on the annual budget of your organization.

Idealist – www.idealists.org

Idealist is a global network of non-profit volunteer opportunities and job postings. It is free to post volunteer opportunities and internships, but there is a fee to post jobs. New postings on the site are also emailed to subscribers 48 hours after being posted.

United Way Volunteer Solutions - www.unitedway.org

United Way's national database is split up by states and cities. Locate the nearest United Way to your program on the main website and post your opportunities. It is free to post.

University of Minnesota Gold Pass - <https://goldpass.umn.edu>

Gold Pass is statewide, and it is free to post on the site. Only people with U of M logins can search the Gold Pass database; the site is aimed at students. Organizations can easily set up their own accounts to log in.

VolunteerMatch - www.volunteermatch.org

VolunteerMatch helps individuals nationwide find volunteer opportunities posted by local nonprofit and public sector organizations. It is free to create an account. Their search engine is also featured on MySpace.com's Volunteer Space (www.myspace.com/volunteerspace) granting volunteer opportunities increased visibility.

Some Tips

- Familiarize yourself with the website before posting your information. Make sure the site matches your outreach needs in terms of the types of opportunities listed and the audience to which the site caters.
- Posting your volunteer opportunity is easy to do, but it is worth taking the time to consider how and what information to post. For example, if your program is in more than one zip code, list the volunteer opportunity in both geographical areas.
- Create a clear, concise, eye-catching posting. Alter it to coincide with the layout of each site.
- Try to use the same email address and password for each site.
- Make a list of the sites where you post opportunities, the date you last posted, passwords and project expiration dates.

- Check your postings on a regular basis. Some postings, such as those on Craigslist, need to be reposted often to be seen, while others can be reposted less frequently.
- Become familiar with how listings are posted on the site. If they are posted by date, repost often. If they are posted alphabetically, chose a title that will get your posting to the top of the list. Make your opportunity easy to find; volunteers will not spend much time searching.
- On most sites, volunteers will respond by giving their information, which the site will forward to you indicating their interest.
- Check your email regularly and respond promptly. There is a lot of competition for volunteers; a prompt response shows your interest.
- If your program does not have a website, find a volunteer to develop one. This is a perfect virtual volunteer opportunity.