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# Trends in Recruitment

— Are Volunteers Lining  
Up At Your Door? —

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# Trends in Recruitment

If you could describe your biggest challenge with recruitment, in one word, what would that word be?

# Trends in Statistics - 20 Years

## In 1998...

Gas cost consumers \$0.53/litre (\$1.30/litre)

Minimum Wage was \$6.85 per hour (\$14.00 per hour)

The Canadian Dollar was worth \$1.43 (\$0.78)

Toronto merged with six other communities to become a "mega-city"

# Trends in Statistics - 20 Years Later

## 1998

7.5M Cdns volunteered their time/skills

31.4% Cdns age 15+ volunteered

1.1 Billion volunteer hours

Average 149 hrs per person

## 2013

12.7M Cdns Volunteered their time/skills

44% Cdns age 15+ volunteered

1.9Billion volunteer hours

Average 154 hrs per person

# Trends in Statistics

By 2025 Ontario's population is expected to reach 15.7 Million people with that growth coming mostly from immigration

Growth in the seniors demographic is expected to reach 19.4% of the total population by 2025 (it was 12.5% in 1998)

The working age population (15-64) is projected to slow down from 1.6% to 0.2% by 2025

# Reasons/Motivations for Volunteering

People volunteer because:

- Contribute to the well-being of the community
- Want to utilize their skills and experience
- Personally affected by the organization's cause
- Want to explore their strengths or improve sense of well-being
- Their friends do it
- To network with others
- Improve job opportunities
- Fulfil religious obligations or beliefs

# Barriers to Volunteering

People don't volunteer because:

- Just don't have the time to commit; Unwilling to make commitment
- Felt they had already made their contribution (donation)
- Prefer to give money instead of time
- Not know what is required of me
- Showed up but wasn't needed after all
- What will I get in return
- Health issues
- No one asked me!

# Benefits to Volunteering

There are many benefits to volunteering including:

- Developing interpersonal skills, communication, technical, office skills
- Increasing knowledge
- Organization and managerial skills
- Project management skills
- Fundraising and event management skills
- Make new friends



# Volunteers

Make the world a better place.

Are a valuable community resource.

Are donors, fundraisers and workers!



# Trends for Recruitment

How are you going to get  
volunteers lining up at  
your door?

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# Trend #1

Longer Life Expectancy

Don't create positions with age barriers

Utilize the senior demographic since it is projected to keep growing

Health benefits to seniors - decreased anxiety, depression, isolation and loneliness

Longer life expectancy

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# Trend #2

Use of Mobile Devices & Digital  
Technology

In 2016 76% of Canadians owned a  
SmartPhone.

Social Media Marketing and Use of  
SEO's

Micro-volunteering/Virtual  
Volunteering

Volunteer opportunities anywhere,  
anytime by anyone

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# Trend #3

Millennials or Generation Y

Environmentally and socially  
conscious

Purposeful volunteer opportunities

Philanthropic-personal-professional  
lives are integrated

Volunteer for more than one  
organization

Purpose is empowering

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# Trend #4

Volunteer Roles & Task  
Descriptions

Be Specific

Titles that Matter

Skills & Expertise

Desired results - IMPACT

Make the opportunity appealing

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# Trend #5

## Application Process

Be up front about the application process

How long it will take and what the requirements are

Allows people to screen themselves out of the recruitment process

What they need and when

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# Trend #6

Human Rights & Legislation

“Equal treatment with respect to employment” - Section 5, OHRC

Volunteer work is crucial to newcomers to are required to have “Canadian work experience”

Privacy legislation - FOI

Volunteer agreements

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# Recruitment Strategy

Basic questions to ask yourself as you start preparing your strategy:

- What is the role and who would be qualified or interested in it?
- Who will be able to meet the time requirements?
- Where am I going to find these people?
- What motivates them to serve?
- What is the best way to approach them?

# Recruitment Strategy

1. Be specific
2. Titles matter
3. Describe expected or desired results as well as work activities
4. Concentrate on targeted mini-campaigns
5. Aim high
6. Make sure it sounds as if someone would want to do this in their limited free time
7. Be clear that there is an application process
8. Answer possible questions before they are asked
9. Different strokes for different folks
10. Have more info available online

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# Putting it Into Practice

Telling the Story of Recruitment

## Group Work

In groups of 5-6 work together to tell a positive story for your volunteer recruitment strategy.

Using an organization from your group tell us a recruitment story incorporating change from what you learned today.

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# Thank You!

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