

# RECRUIT MORE VOLUNTEERS

## WITH THE TARGETED 5A APPROACH

### ACTIVITY

1.

What specifically are we recruiting for? Get crystal clear on what you need people to do. What are the roles, what are the tasks? Can we break them up differently to what it has traditionally looked like?

### AUDIENCE

2.

Who might be the types of people who would be good at these specific tasks or roles? Think outside the box and actively approach folks rather than advertising and passively waiting for the phone to ring.

### ASK

3.

How we ask matters. There is psychology at play here. Sometimes we can feel anxious to ask or we are expecting a "no" and the energy of this will rub off in our ask affecting the outcome. Be deliberate and intentional with words and ask from the place of the reward that drives our own involvement. Actively support people through their decision making process to ensure we get excited and energised people on board.

### ALLIES

5.

How do we create true allies for Landcare?  
How do we retain folks long term? Think about the lifetime value of a supporter and how people might adapt the way they engage with your group over time, as their life circumstances change. Consider how you can adapt your approach to welcome a variety of types of support and create flexibility in how folks might engage with your group.

### ACTION

4.

It's easy to think that recruitment ends once the volunteer shows up, but the numbers tell us that up to 50% of new volunteers fail to return a second time. Think about the vital first actions a new volunteer takes and be deliberate about how we can involve and incorporate them into the existing group and give them a meaningful and rewarding experience from the start, in order to maximise the chance they will show up again and again.

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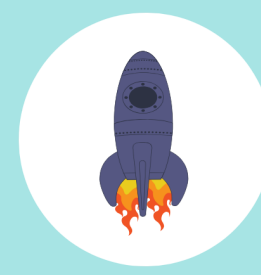
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