# **You Make the Difference Initiative**

## **Week 1 Tool: Creating a User-Driven Volunteer Recruitment Funnel**

## **Objective:**

Design a volunteer recruitment experience that offers choice, flexibility, and clear pathways — making it easy and attractive for anyone to say “yes” to making a difference.

# **Step 1: Map Your Volunteer Opportunities**

Instructions:

Brainstorm a list of volunteer roles at all levels — from one-time helpers to leadership roles.

Categories to brainstorm under:

* Quick Task Volunteers (1–2 hour jobs):  
    
   (Example: Ticket takers, parking helpers, event setup crew)  
    
   → Roles: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Behind-the-Scenes Support:  
    
   (Example: Website updates, phone calls, writing thank-you notes)  
    
   → Roles: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Skill-Specific Roles:  
    
   (Example: Bookkeeping, marketing, sponsorship outreach)  
    
   → Roles: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Ongoing Leadership Roles:  
    
   (Example: Committee chairs, board members, project leads)  
    
   → Roles: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# **Step 2: Create Multiple Points of Entry**

Instructions:

Offer clear entry points so volunteers can choose what fits them best.

* Small one-time tasks
* Seasonal or project-based roles
* Skill-based contributions
* Leadership opportunities

Questions to guide you:

* Where can someone say “yes” with just a few hours?
* Where can someone use their specialized skills?
* Where can someone grow into deeper leadership?

# **Step 3: Make It Simple to Say Yes**

Checklist for you to follow:

* Clear role descriptions (brief — 2–3 sentences per role)
* Easy signup options (online forms, QR codes, quick links)
* Flexible time commitment options
* Personal contact available for questions

Tip:

Use a simple online Volunteer Interest Form that asks:

* Name
* Best way to contact them
* Area of interest
* How much time they want to give

**Step 4: Share Volunteer Opportunities Widely**

Places to promote:

* Your fair or ag society website
* Social media posts
* Community bulletin boards
* Local business partners (stores, restaurants, banks)
* School and youth group newsletters

# **Final Thought:**

Today’s volunteers are looking for purpose, flexibility, and respect for their time.

Design your recruitment experience around their journey — not just your needs — and you’ll inspire more people to say “yes” to making a difference.