



3B. THINKING EXERCISE

1. What recruitment channels will work best for different groups within your community?

RECRUITMENT CHANNEL	GROUPS THIS CHANNEL WILL WORK BEST WITH
Traditional Media	
Social Media	
Community Outreach Events	
Word of Mouth	
Volunteer Job Boards	

2. How will you promote volunteering for your group using these channels?

RECRUITMENT CHANNEL	PROMOTION STRATEGIES
Traditional Media	
Social Media	
Community Outreach Events	
Word of Mouth	
Volunteer Job Boards	

