



2E. FORM A PROMOTION STRATEGY

SELECT A “FIRST POINT OF CONTACT” TO PROMOTE AND FOLLOW UP EXPRESSIONS OF INTEREST

1. Choose a volunteer to be a “First point of contact” for interested newcomers.

Who in your group do you think would be a good first point of contact for recruitment? Think about who in your group is friendly, approachable, knowledgeable, likes to answer questions, and would be someone who will make a good first impression. Once you've got a person in mind...

Ask them if they would be interested, willing, and available to take on the role of being a first point of contact for new recruits.

Explain to the volunteer what the role involves:

- Explain that the role does not require them to go out and recruit people.
- Explain that new recruits will be directed to them, and that their role will require them to answer questions and follow up on Expressions of Interests (EOIs).

As the first point of contact is required to follow up on EOIs quickly, be sure to give them sufficient time and space to do this. If necessary, delegate some of the volunteer's additional tasks to another volunteer in the group for the time being.

2. Create consistent branding.

If someone were to express their interest, what materials would you have for them? Do you have a brochure, Facebook page, or website for your volunteering group?

Review these materials and make sure they are up to date and that the branding (e.g., group and service name, logo, and colour theme) is consistent with each other.

If you have a group member who is familiar with branding or marketing, ask them to help with this.

For any materials that are not up to date, either update the material or don't use it, as to not confuse potential volunteers.

3. Follow up on Expressions of Interest (EOIs).

The “first point of contact” individual will be responsible for following up on EOIs.

Expressions of interests should be followed up quickly, and any questions or concerns expressed by interested potential volunteers should be addressed.





Here are two examples. Example 1 shows how a “first point of contact” could fit into your recruitment process and Example 2 shows how they should not.

EXAMPLE 1	EXAMPLE 2
<p>Nora has always wanted to volunteer with her local State Emergency Service (SES) unit. To inquire more, she looked up the unit's Facebook page. On the Facebook page, there was detailed information on the different volunteer roles and responsibilities, and there was information on how to contact the unit for those interested in volunteering.</p> <p>Nora sent a Facebook message inquiring about a role advertisement for a Community Engagement Officer position she was interested in applying for. Immediately after sending a message, she received an automated reply stating that she will receive a response within 24 hours. A few hours after receiving the automated reply, she received a personalised response from the unit's first point of contact, Alex. Alex gave Nora more information about the role and invited Nora to attend the next training night the following Wednesday.</p> <p>When Nora showed up at the unit, Alex showed her around the place and sat down with her to answer all questions and concerns she had about the role and what would be expected of her as a volunteer. Before leaving, Alex passed Nora the registration forms and explained how the recruitment process would work in further detail. Nora left that night feeling informed, welcomed, and enthusiastic about the role. She handed in her registration forms within a week, and within a month, she was formally registered as a volunteer and had already begun her training.</p>	<p>Adam has always wanted to volunteer with the State Emergency Service (SES). To inquire more, he searched on the Internet to see if there was a local unit nearby him.</p> <p>One of his searches led him to a website page about the group. On the page, there was an advertisement for a non-operational role that got Adam's interest and attention. However, the pictures used alongside the role advertisement was of volunteers in trucks, which was inconsistent with the role being advertised.</p> <p>Confused, Adam searched the page for the unit's contact information to ask further questions and clarify the requirements of the role. Adam sent an email to the email address that was on the website. A week passed, and Adam had received no response.</p> <p>Upon searching up the unit again, Adam realised that the name of the unit had changed. He tried calling the phone number advertised on the website, only to find that the number had been disconnected.</p> <p>Frustrated, Adam gave up on trying to contact his local SES unit to become a volunteer.</p>

