



## 3B. TIP SHEET 1: RECRUITMENT CHANNELS

### CHANNEL 1: TRADITIONAL MEDIA

#### What is traditional media?

Traditional media includes newspaper, radio, television, and billboard advertising.

#### When and how to use traditional media

Use traditional media to target your recruitment or gain a higher profile for your group.

When using traditional media, it is important to:

- » Include both the benefits and demands of the role,
- » Make sure people are encouraged to contact you and supply clear contact details, and
- » Have the work proofread because once it is released, it cannot be altered easily.

#### Pros and cons of traditional media

PROS	CONS
<ul style="list-style-type: none"><li>• Has a wide reach and provides you with the ability to speak to the whole community.</li><li>• Increases awareness of your brigade, group, or unit within the community, even if you don't successfully recruit.</li><li>• Usually is more effective in larger communities.</li></ul>	<ul style="list-style-type: none"><li>• Short term impact (people stop thinking about your message shortly after reading it).</li><li>• Not as appealing to younger audiences.</li></ul>

### CHANNEL 2: SOCIAL MEDIA

#### What is social media?

Social media refers to any online community platform through which users can create and share information. Many volunteering groups use social media to promote activities or available volunteer roles. A few well-known examples of social media platforms are Facebook, Twitter, and Instagram.

#### When and how to use social media

Social media can be daunting to use, but it is a highly effective tool to target your audience. You can:

- » Target specific audiences (i.e., by location, gender, and interest) and
- » Include pictures and videos, in addition to text.

When posting recruitment content, try to be brief and write in an engaging manner. Single paragraph posts with short sentences and an engaging picture are likely to produce the best results. Posts with people featured perform the best. In any post about recruitment, be sure to provide a link to more information for people who are interested in finding out further details.





## Pros and cons of social media

PROS	CONS
<ul style="list-style-type: none"><li>• Allows you to provide interesting and insightful content specific to interested volunteers.</li><li>• Provides a more effective and targeted recruitment pitch.</li><li>• Useful for raising your volunteering group's profile in the community.</li><li>• Good for targeting younger audiences.</li><li>• Free or very cheap.</li></ul>	<ul style="list-style-type: none"><li>• Not suitable for providing detailed descriptions of volunteering opportunities.</li><li>• Most effective when you regularly post new content, which means dedicating time and resources to your page's upkeep.</li></ul>

## CHANNEL 3: COMMUNITY OUTREACH EVENTS

### What are community outreach events?

These are activities that your volunteering group conducts out in the community. Examples include:

- » Running public training events,
- » Fire safety demonstrations,
- » Setting up stalls at sporting games or markets, and
- » Providing emergency services support at community events.

### When and how to use community outreach events

- » Take the names of interested people to contact later and invite to an information night.
- » Have a supply of brochures and other promotional materials available and make sure you have added your local contact details in the spaces provided.
- » Create an open invitation to the next training night.

## Pros and cons of community outreach

PROS	CONS
<ul style="list-style-type: none"><li>• These events are a good way for people to gain a deeper understanding of what volunteering at your volunteering group looks like and how they could help the community.</li><li>• Allow the community to actively engage with current members and learn more about what volunteering involves from a friendly face.</li><li>• Also allows community members to see things in action and ask questions and get responses immediately.</li></ul>	<ul style="list-style-type: none"><li>• Recruitment is rarely the primary focus, and some types of events are harder to recruit at than others.</li><li>• Less opportunities to deliver a focused pitch or story.</li><li>• If planning to recruit, you must be prepared with printed materials, exhibits, and contact details for your dedicated recruitment point of contact.</li></ul>





## CHANNEL 4: WORD OF MOUTH

### What is word of mouth?

Word of mouth is when existing members spread the message about volunteering at your volunteering group. This could involve approaching people at social gatherings or at work about volunteering or giving a newcomer in the community a tap on the shoulder. Most volunteers started volunteering because they were asked by somebody they knew!

### When and how to use word of mouth

Take a few minutes on a training night to discuss the group's recruitment goals to clarify the message, so that you can:

- » Raise awareness of the roles you are recruiting for, and
- » Ensure that members spread the word in a mostly consistent fashion.

### Pros and cons of word of mouth

PROS	CONS
<ul style="list-style-type: none"><li>• Asking someone directly whether they would like to volunteer is the most effective way of getting somebody onboard.</li><li>• Allows you to tailor your pitch to the needs of the potential volunteer you are trying to recruit.</li><li>• You can prepare your volunteers with any information they need to recruit via word of mouth.</li></ul>	<ul style="list-style-type: none"><li>• Because you're recruiting from your own network, this method sometimes does not increase diversity or open up new avenues.</li><li>• Can take a lot of time.</li><li>• Most of the word-to-mouth recruiting happens naturally, which makes it unreliable to plan for.</li><li>• Some volunteers feel uncomfortable about asking their friends (you may need to coach these people).</li></ul>

## CHANNEL 5: VOLUNTEER JOB BOARDS

### What are volunteer job boards?

Volunteer job boards are online platforms that allow you to advertise specific roles and raise the profile of your volunteering group in an accessible online environment. Your emergency services organisation may have a volunteer job board online that will help provide important information for people considering emergency services volunteering, service-specific information, and an advertising space for individual volunteering groups.

Volunteering opportunities could also be advertised on platforms, such as SEEK Volunteer and Go Volunteer.

### When and how to use volunteer job boards

Use volunteer job boards to target your recruitment, advertise a range of support roles, and raise the profile of your volunteering group. Consider that these platforms lend themselves well to advertise some support roles that can be completed remotely through digital means, such as social media manager, planner, digital administration, or grant writer. Ask your emergency services organisation how you could use and administer advertising for your volunteering group on their website.





## Pros and cons of job boards

PROS	CONS
<ul style="list-style-type: none"><li>• Access to lots of people.</li><li>• The emergency services organisation's website should provide a space for extensive information to be given on what it takes to be an emergency services volunteer.</li><li>• Can directly post detailed role descriptions.</li></ul>	<ul style="list-style-type: none"><li>• Relies on prospective volunteers actively searching for opportunities.</li></ul>

