



2D. LEARN FROM THE PAST

REFLECTION EXERCISE

Think about your past recruitment efforts...

1. Can you think of some effective and ineffective examples of recruitment efforts that your group has done in the past?

EFFECTIVE EXAMPLES OF RECRUITMENT
(What has worked well)

INEFFECTIVE EXAMPLES OF RECRUITMENT
(What did not work well)





Here are some examples based on what we have seen in our research:

EXAMPLE 1	EXAMPLE 2
<p>A volunteering group currently have three roles they are hoping to fill. As a group, the volunteers discussed the importance of filling those roles and have brainstormed how they might do it.</p> <p>To get the word out there about the volunteering group, the group decided to host a stall at the local agricultural show. Brochures clearly explaining the different volunteer roles were prepared for the show and were given to community members. At the show, people who showed interest in volunteering had their questions answered by enthusiastic volunteers. Interested newcomers were then invited to the following training night.</p> <p>When the newcomers showed up, they were introduced to the group and were made to feel welcomed. Any expectations between the newcomers and the volunteer leader were also discussed. Before leaving, volunteers were briefed on how they can register to be a volunteer. By the following training night, three volunteers were recruited.</p>	<p>After a bushfire incident that occurred in the local shire, three newcomers expressed their interest to volunteer with the local fire brigade. Although the newcomers indicated a strong interest in volunteering, there was no follow-up on these expressions of interest at the time.</p> <p>After a month had passed, the group were short on volunteers as some volunteers had moved out of town. To fill these roles, the expressions of interest were followed up. By then, two out of the three people were no longer interested in participating as the bushfires had passed.</p> <p>The potential volunteer that was still interested was invited to come down to the next training night. When this person showed up, the volunteers were holding a meeting that the newcomer was not invited to join. Instead, the newcomer was given registration papers and were told a bit about the role. The newcomer did not sign up to volunteer in the end.</p>

2. Looking at the examples given above...

- What do you think went right in the recruitment process that was successful (Example 1)?
- What do you think might have gone wrong with the recruitment process that was unsuccessful (Example 2)?





c. What would you do differently in those two circumstances?

EXAMPLE 1

EXAMPLE 2

