



2006 CHAPTER ASSEMBLY

Saving the Endangered Species Act

Recruitment

Always be recruiting

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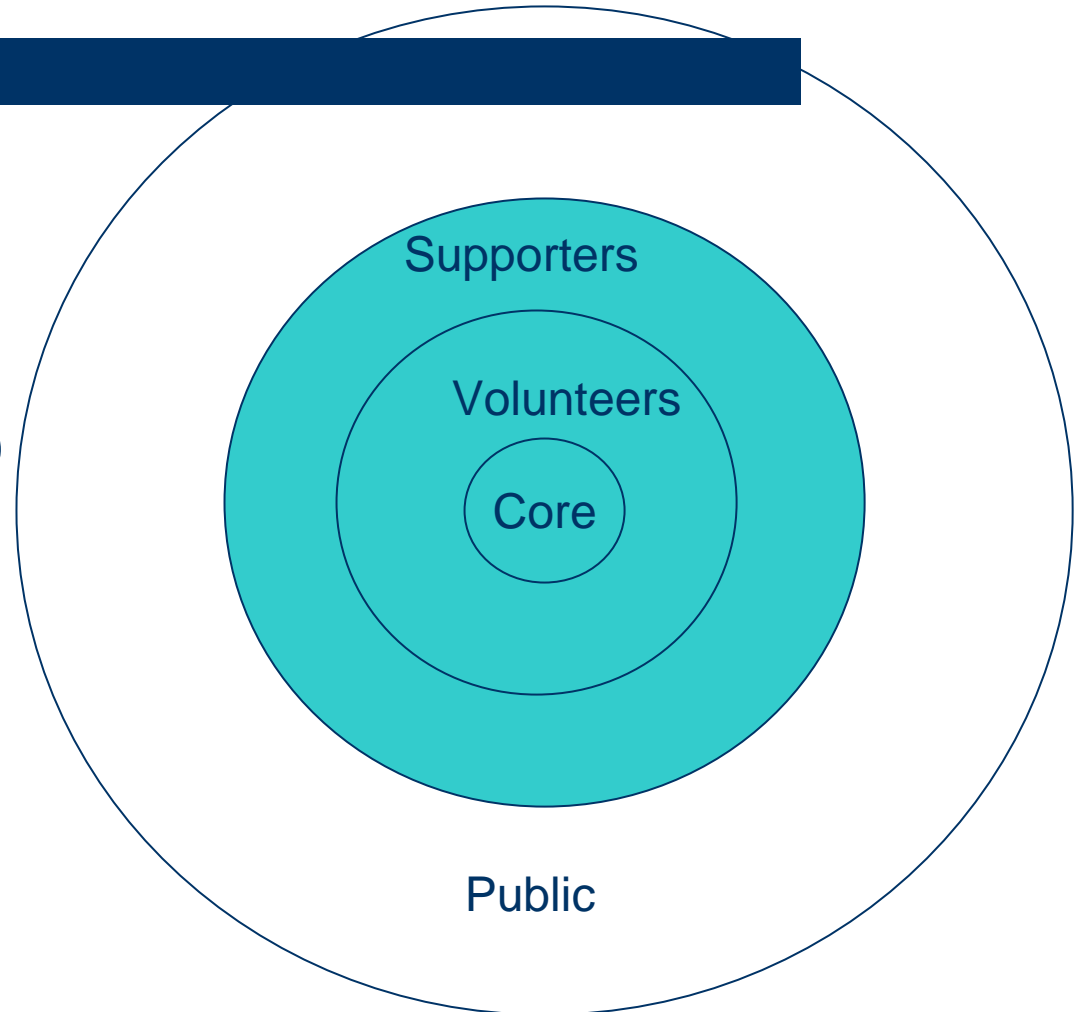
Audubon California 2006

Why do we need to need to spend time recruiting active members?

- Meet our conservation goals
- Articulates our vision of building a culture of conservation
- Sharpens our skills and arguments
- Keeps us in touch
- Brings in new ideas
- Builds a sense of team and community

Group Structure

- Core (5-10)
- Volunteers (15-20)
- Supporters (20-50)
- Public



Why people join groups?

- To make a difference
- For social reasons
- To learn new skills

Identifying New Volunteers



Where are the people in your community you want to contact?

Recruitment Techniques

- Brochures
- Email tag line
- Postering
- Mail
- Tabling
- Door knocking
- Sign-up forms
- Email
- Calls
- Public Service Announcements (PSA)
- Bringing friends
- House parties
- Public events
- Workshops
- Internships
- Orientations

Building Connections

Connect - Spend time with new members

Context - Inspire them with the vision of Audubon and your chapters activities.

Commitment - Ask them to take on a small task

Catapult- Invite them to the next event/meeting

Now you've got a few interested people, how do you keep them involved?

Leaders are cultivated,
not born.

- The leadership ladder

Backyard bird
Count
Coordinator

Christmas Bird
Counter



Chapter
president

Volunteer Activity Lists

Create a list of engaging activities for new volunteers

The list can be organized for novice, intermediate and experienced volunteer.

Ideas:

- Thank you card writing
- First aid kits for bird walks
- Write an article for the newsletter
- Table at another groups event action list
- Planning an outing

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- A decorative graphic on the left side of the slide, consisting of a light green vertical bar and a dark blue horizontal bar with rounded ends.
- Matching the task to the volunteer.

Always be recruiting


- Model recruitment mini-campaign

Lapsed member recruitment

- Using your membership roster to recruit new members

Common Pitfalls

- Not asking people to get involved
- Weak follow up with new volunteers
- Doing everything yourself

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1. Always be recruiting – employ requirement techniques
 2. Remember to engage new volunteers with the 4 Cs
 3. Be ready with volunteer tasks to move people up the leadership ladder