

How to Successfully Recruit Volunteers

Let's start with things not to do:

- Expect that asking for volunteers will get candidates
- Go it alone
- Make it a long term commitment
- Assume that “No” means “Never”
- Fall for the ABIC trap. What does ABIC stand for? Any Butt In the Chair
- Conduct a recruiting interview without thorough planning

Effective recruiters for **Recruit Through Relationships** to recruit team members

Frankly, the primary way things get done in SIR is through drawing on personal relationships and being prepared. It's a three step process – **Preparation, Contact, Discussion**.

How to do it:

Step 1. Preparation

1. Develop a written description of what you need to have the prospect do. Your job description is a good place to start in addition to materials on the sirinc.org website.
2. Review the list of Sir Leader Valued Behaviors. Ask yourself: **“Which of those behaviors are particularly important for Recruiting Team members?”**
 - > Enthusiasm
 - > Open mindedness
 - > Recognition
 - > Influence others
 - > Consensus problem solving and decision making
 - > Knowledge of SIR
3. Think of those branch members you are acquainted with, and *develop a candidate list*. Given the job you have described and the valued behaviors you have selected, who has the right stuff?
4. If you can't come up with enough suitable candidates, contact other leaders in the branch for suggestions. The Branch Nominating Committee might be a useful source
5. Once you have your candidate list, go through it and think about the reasons each candidate might decline the job. Some possible reasons might be:
 - I'm too busy – Have an accurate estimate of the time it is likely to take and share it with him. Narrow the job down to take less time. Point out that the donation of his time will significantly help the branch grow and prosper.

- I'm gone/travel too much – Tell him that other team members can take up the slack while he's gone
- The job you've described doesn't interest me – Ask him what role in the branch he'd like to fill, and get the leader of that role in touch with him.
- I'd like to help, but I'm afraid I'll be sucked in forever – Ask if he can serve for a year or six months, then reassess after that time is up.

Step 2. The Contact

1. Make your contact with the candidate in person, maybe before or after a branch meeting, at the golf course or 19th hole, etc. -- in at least a semi-private place.
2. If necessary, phone him and ask him out to meet you for coffee or a drink. Do not discuss the job or the reason for the meeting over the phone. If it comes up, tell him you want to show him something, and get his reaction to it.
3. If you are not particularly acquainted with the candidate, consider asking a mutual friend you have clued in to set up a meeting with the three of you.
4. If there is going to be more than you and the candidate involved, make sure that you and your "helper" arrive at the meeting at the same time so the discussion will not get started prematurely. Also, make sure that each of you are clear regarding the role you'll play during the discussion.

Step 3. The Discussion

1. Begin the discussion by getting the candidate to talk about his experiences in Sir. Ask him about activities he belongs to, what he thinks of the luncheons, how his wife enjoys the branch coed activities, how many friends he has made, etc. The key is to get him talking.
2. Then follow up with, "As you know (Name), I've been appointed Recruiting Chairman for the branch. It's a critical role as we focus our efforts on building up our branch membership. For the last three years we have lost approximately (enter branch loss percent) while gaining (enter new membership percent). I've given a lot of thought to who might be the ideal guys to help me, and your name is on the top of the list."
3. Here's a description of the job that the branch and I need you to do. I plan to recruit (include number) more guys so we can spread the workload around. That way none of us will have an excessive burden to carry.
4. I can promise you all the training and support you will need. So now, what do you think about taking this role? **Wait for the answer!**
5. The candidate will either accept (great), or present objections to accepting.
6. If the candidate objects, you must answer the objections (hopefully, you'll remember

the responses in Step 1), and close the presentation again. This might occur several times before you receive a final response. If the prospect is does not accept the position, you should repeat the process with the number two prospect – who now becomes number one.