

## Recruiting Volunteers

Here are some tips and resources on recruiting volunteers for your Volunteer Income Tax Assistance (VITA) and AARP Tax-Aide sites.

For the best results, you should make volunteer recruitment a year-round effort. Otherwise, consider starting recruitment efforts around mid-summer.

### Leverage your current resources and clientele

**Ask your current volunteers** to spread the word about your organization and available volunteer opportunities. They may have friends, neighbors, or family members who would want to be involved.

**Ask your clients** if they would be interested in volunteering. Be sure to mention volunteer roles that do not require extensive tax knowledge, including intake and translation. Free tax training is available to any volunteer interested in preparing tax returns.

**Ask your organization's employees** if they are interested in volunteering.

**Ask your internal program managers** to refer clients to volunteer.

### Build local partnerships

Consider partnering with local establishments that could help you reach potential volunteers. Examples may include:

- **High schools, colleges, or universities:** Many students are looking for ways to get involved in their communities and gain experience in their field of study. Accounting or business students could use the volunteer experience as a resume builder. Student groups or clubs may also be interested in volunteering. Consider providing outreach and informational sessions to students.
- **Local libraries and community centers:** Host informational sessions at local libraries or community centers to educate people about your organization and available volunteer opportunities. They are a great way to answer questions from potential volunteers.
- **Local businesses:** Some companies and businesses offer volunteer programs for their employees. They may be able to refer potential volunteers to your organization.
- **United Way:** United Way has 1.5 million volunteers serving in 1,100 communities, connecting them with local volunteer opportunities. Reach out to your community's local branch and see who's able to help.

## Advertising

Use your organization's social media outlets to promote volunteer opportunities. You can also create accounts for any sites you're not currently using.

- Facebook
- Instagram
- Twitter
- LinkedIn
- Your organization's website

Flyers and other print advertisements are a great way to share volunteer opportunities. You can ask your local post office about a potential mail campaign you could do within your area.

Also, consider posting flyers at places your community members frequent. Some locations may include:

- Events that your organization hosts
- Church/mosque bulletin boards
- Senior centers
- Apartment buildings
- County social services or emergency services offices
- Schools, colleges, and universities
- Community events, including job fairs
- Professional businesses/corporations
- Libraries
- Food shelves, including Meals on Wheels
- Banks and credit unions
- Culturally diverse grocery stores
- Head Start programs
- Housing programs
- Hospitals
- Courthouses

There are even more ways to advertise volunteer opportunities, including:

- Radio ads
- Newspaper ads
- TV ads
- Local news station stories
- Billboards
- Articles in your organization's or partner organization's newsletters

## Other ideas and resources

**Attend job fairs:** Attend local job fairs and career events to meet potential volunteers who are interested in giving back to their community. Be sure to have informational materials on hand to distribute to interested candidates.

**Use volunteer matching websites:** There are many websites that connect volunteers with organizations that need their help. Some popular ones include:

- [VolunteerMatch](#)
- [Idealist](#)
- [Points of Light Engage](#)

**Get added to the IRS's Volunteer Management System:** This system collects volunteer names, addresses, and contact info and matches them with nearby free tax assistance sites. For information and assistance, consult your local IRS Stakeholder Partnerships, Education and Communication (SPEC) office.