

The following announcement has been posted on MSFA:

MSFA Recruitment Day/Weekend & Recruitment Boot Camp Announcements

On behalf of the MSFA, we're pleased to report on two upcoming recruitment events:

STATEWIDE RECRUITMENT DAY NOW HAS MORE OPTIONS!

Statewide Recruitment Day 2019 is now the weekend of April 13 & 14 -- giving you flexibility to choose either or both days. Watch for an email forthcoming that will include a form where you can sign up your department to participate. Your submission will be added to a special landing page on the MarylandVolunteer.org website used to promote the event statewide.

Please sign your department up here for one or both days ASAP:

<https://www.marylandvolunteer.org/2019-sign-up/>

Here are some helpful ideas for your event and ways to market it:

<https://www.marylandvolunteer.org/maryland-volunteer-recruitment-event-marketing-activity-tips/>

MSFA 2019 RECRUITER BOOT CAMP

The MSFA is hosting a Recruiter Boot Camp on May 18-19 at MFRI-College Park. This two-day event will focus on strategy and tactics for your recruitment efforts with actionable education on a variety of topics you can take back to your department to have an immediate and sustainable impact.

In the fall we surveyed recruiters about their challenges and needs and have developed a list of topics to focus on for this event. Many of you have assisted with developing your profiles for the MarylandVolunteer.org website, helped with various video or photography projects and beyond -- now is the time to push our recruitment efforts forward.

We are seeking more ideas for topics as well as presenters willing to share their success stories, best practices and insight as to how they overcame pain points. If you are interested in assisting with this program as a speaker, panelist, logistical support or otherwise, please contact us at md@firstarriving.com ASAP. Registration will open soon!

The topics covered will include:

- Creating and executing a strategic recruitment plan
- Identifying and educating internal stakeholders to help drive recruitment efforts
- Developing and executing a marketing program
- Optimizing your website to drive recruitment and community engagement
- Leveraging Facebook & Social Media organically and via paid marketing
- Utilizing Google's Non-Profit program (and others) for free advertising, IT tools and more
- Winning at face-to-face recruiting: How to have a conversation about volunteering
- Tracking and managing volunteer on boarding and progression
- Starting and growing a successful youth program
- Building community equity through partnerships

MORE RECRUITER RESOURCES COMING

The MSFA is creating a multi-part recruiter training video series, which will be part of an online resource center that existing and new recruiters can use to kickstart and grow recruitment efforts. This resource center will also include customizable recruitment materials for download and printing including postcards, posters, yard signs and more.