

INSPIRE KIDS TO DO



How To Implement Your Volunteer Marketing Resources

This resource is intended for volunteer specialists at the state and/or county/parish level. It can be used by 4-H professionals locally to help make the most of the national marketing resources.



How to find the Volunteer Marketing Resources

Visit the Marketing Online Resource Center (MORC) at: 4-h.org/professionals/marketing-resources

Log into: My Profile ↓

Select: Promotional Toolkits Tab ↓

Scroll down to: Volunteer Marketing Resources



What you will Find

- Volunteer Recruitment Flyers (editable)
- Volunteer Social Media Graphics
- Social Media Copy
- Volunteer Recruitment Video



Suggestions for the use of the Volunteer Marketing Resources

- Be purposeful. Choose one or two specific audiences you want to reach/recruit and create a marketing plan using the resources provided.
- Post videos on current state and local 4-H webpages.
- Pick three ways to promote volunteer opportunities or recruit for volunteer roles using social media. Examples include:
 - True Leaders Tuesday - share a leader's story every Tuesday
 - Spotlight a Volunteer once a month
 - 10 Days of Volunteer Appreciation - get creative and post unique stories, pictures, thank yous, etc.
- If available, work with your University's marketing staff to brainstorm and start a new statewide 4-H volunteer engagement campaign.
- Incorporate resources into 4-H Staff on-boarding:
 - Include all (or a sample) of the national marketing resources, especially those focused on volunteer engagement in materials for new staff.

Annual plan for using the Volunteer Marketing Resources

The following is a suggested list of how you can get started with your planning in coordination with your state office. These are just suggestions, but they may expand your scope of when, where and how to recruit 4-H volunteers to be partners in positive youth development work. These ideas (categorized into four 'seasons') are in alignment with a 4-H Year.

Be sure to follow your state's 4-H volunteer recruiting guidelines!



FALL

(September - November)

- Compile and share videos, PSAs, news blurbs educating and sharing volunteer opportunities.
 - Share messaging with all 4-H families, volunteers and partners, and encourage each of them to share with someone on their social media platforms.
 - Saturate the community with 'volunteer' messages in September and the beginning of October, leading up to National 4-H Week (second full week of October).
 - Highlight volunteer opportunities on social media during National 4-H Week.
-



WINTER

(December - February)

- During holidays or school breaks, focus messages on students in the community and invite them to volunteer while they have no academic commitments.
 - Reach out to target audiences to recruit 'middle management' volunteers to manage project areas: civic engagement activities, residential camps, day camps, 4-H contests, etc.
 - Invite community members to experience a STAY-CATION by taking "days off" from work/school, but STAYing in their community to volunteer as a family.
 - Highlight and/or plan events for nationally recognized Days of Service such as Martin Luther King, Jr. Day (January), National Mentoring month (January) and Random Acts of Kindness week (February).
-



SPRING

(March - May)

- Flood the community with 'volunteer' messages in March and throughout the month of April, leading up to National Volunteer Week in April and National 4-H Day of Service on the last Saturday in April.
 - Show appreciation to volunteers in a variety of ways on social media during National Volunteer Week:
 - Volunteer "Hall of Fame" pictures/stories.
 - Create a "Appreciation Connection" where others can post a picture of a volunteer to appreciate, and tag someone to add the next post.
 - Utilize state leadership groups to write social media posts thanking volunteers for their service.
 - Do a targeted recruitment campaign for young adults to become summer volunteers for camps, workshops, fairs, etc.
 - Send out a mass email through state or local connections sharing information and highlighting opportunities, for example when a new program is initiated or a new grant is obtained.
-



SUMMER

(June - August)

- Prepare and bring volunteer recruitment materials to summer events, especially fairs.
- Set up a small technology space at your local or State Fair where visitors can leave contact information (via print or technology) after watching a brief video (on continuous loop) that provides information about 4-H and volunteer opportunities.
 - Make a plan for how to utilize the contact information gathered.
- Reach out to funding partners to offer employees ways they can make an impact.
- Set up a video booth or arrange for 4-H youth to serve as media representatives to photograph, video and collect testimonials of volunteer experiences to use on the national level.
- Consider what volunteer opportunities you need to prepare for in the fall.



Volunteer Audiences to Consider

Think outside of the box to reach your volunteer recruitment goals. This may require educating new recruits about 4-H and tailoring your recruitment materials to your specific audiences. Some potential and often overlooked audiences that you may consider include:

- Teen youth in need of service learning hours
- College students and 4-H alumni
- Other youth organization leaders
- School teachers, day care providers and after-school program staff
- Animal educators (such as dog trainers at the local pet store or kennel club members)
- State and governmental agency employees
- Private industry experts
- Church youth groups and student government council members
- Parent and teacher organization members
- Members of community service organizations like Chamber of Commerce or Rotary Clubs
- Fraternities and sororities for community service

Share Your Experience

The marketing materials available on the **Marketing Online Resource Center** are designed for you to use in your 4-H program. Please share your experiences with the resources, including any innovative ways you have implemented a volunteer recruitment plan with the aid of the materials.

Let us know if we can help expand your usage and/or your volunteer engagement by taking this survey:

https://ume.qualtrics.com/jfe/form/SV_87frTojli1WIXQN

Provided by:

Program Leaders Working Group:
4-H Volunteerism Committee

Written by :

Marilyn Lesmeister, Oregon State University
Kathleen Bohde, Purdue University
Jamie Morris, University of Maryland

