

ATASK Volunteer Recruitment Plan

RESEARCH

ATASK is currently in need of interns in the following departments: Advocate/Case Management, Fundraising Database, Education/Outreach, Marketing and Communications, and Shelter. The Youth Empowerment Program also has 16 volunteer Youth Peer Leaders. The peer leaders teach the teen-dating violence prevention and healthy relationships curriculum to students all over Boston. It is a program that ATASK would like to expand further in terms of recruiting and training more youth leaders.

For the positions aforementioned, a variety of recruitment strategies can be pursued. Overall, it should be a targeted recruitment since these positions need certain skill sets. Ambient recruitment strategies that take into consideration geography and pooling from well-established organizations are another method. Concentric circle recruitment involves people already involved with ATASK (volunteers, board members, staff, etc.) notifying their social networks about these open positions.

Online recruitment is also a viable strategy. Listing open positions on volunteer match websites such as Volunteermatch, Idealist, Guide Star, and local websites (Boston Community Center, Boston University Careerlink, etc.) is a popular and easy way to filter out potential candidates. Having a volunteer page on the organization's website would provide interested parties with a concise view of what help is needed; using social media (e.g., Twitter and Facebook) could also accomplish this task as well. Non-profit volunteer recruitment also benefits from teaming up with other organizations for greater awareness of volunteer-need, especially at large-scale events.

SWOT ANALYSIS

Strength: The Asian American population in Massachusetts has steadily been growing the past few years, thus there is a growing need and demand for programs like ATASK to expand its services. ATASK already recruits online on its website and other sites such as Idealist. The job descriptions are well-written, succinct, and easy to find on the website.

Weaknesses: Using unpaid volunteers and interns to fill needed positions is risky because of its high turnover rate. The online recruiting efforts of ATASK on volunteer matching websites are hindered by the lack of updated information/positions. There isn't active recruitment for peer leaders on the website even though it is one of the more well-known programs.

Opportunities: Boston has a strong, supportive Asian American community with many organizations that would be willing to partner with ATASK. The concentration of colleges in Boston with lots of young Asian American students is a good pool to draw volunteers from, especially for peer leadership positions.

Threats: Similar organizations to ATASK (e.g., women's shelters, Asian American community organizations, etc.) will recruit from the same pool of young volunteers. Due to abortion legislation being debated nationally, there could be possible cuts in funding from the government to organizations that deal with sexual assault and rape prevention. With budgets slashed, the volunteer funds will be limited.

OBJECTIVES

- To update all online ATASK volunteer profiles and recruitment positions online within two weeks of starting campaign
- To fill all current five intern positions within one month of starting the campaign
- To recruit 20 Youth Peer Leaders for Youth Empowerment Program within one month

AUDIENCE

The ideal candidates for the internship and leadership positions would be young people between 18-25 years old with at least a high-school diploma (A college student would be preferable as he or she could use the position for school credit). The candidate should reside in either Boston or Lowell since ATASK operates only in those areas. The candidate should be culturally competent in the issues that face the Asian American community and believe in the mission of the organization. If he or she is fluent in one of the 12 languages that ATASK constituents speak, it is a plus.

STRATEGY

ATASK's messaging strategy should strive to tell the stories of the organization, constituents, and volunteers. It should show how all three groups are interconnected and that success depends on all three supporting each other. Volunteer stories should give particular emphasis to the charitable and emotional fulfillment of these positions (e.g., giving back to the community, making new friends with other volunteers, etc.). It should also delineate the practical benefits of volunteering such as skill development, networking opportunities, and resume-building.

Slogan for Interns: Working Together to Help Transform Lives

Slogan for Peer Educators: ATASK + E² (E-Squared)=Educate and Empower

TACTICS

Non-Media Related

- Table at non-profit or job career fairs at colleges located in Boston
- Table at health fairs and events at local colleges

- Team up with local college women's resource centers and student health centers for big events in the beginning of the semester or actively recruit from these college groups
- Encourage board members, staff, and current volunteers to inform their friends and families of the open positions

Media-Based

- Make media list of relevant online outlets for volunteer recruitment and post/update job descriptions on these sites (e.g., Volunteermatch, Idealist, etc.)
- Broadcast openings through social media such as Facebook, Twitter, LinkedIn
- Re-design volunteer page on ATASK website to tell the stories of volunteers (e.g., videos, pictures, testimonials, etc.)
- Print a "job opening" portion in next newsletter
- Advertise openings on college newsletters or job databases run by the colleges

CALENDAR

The volunteer recruitment campaign should take place within the months of August and September because it is during this time that the main targets, college students, will be starting school. As students are trying to fill their fall schedule, they will be on the lookout for volunteer/internship opportunities. The following timeline will offer an outline of the campaign dates:

- Mid-August to Beginning of September: Prepare all position descriptions and post onto all websites (ATASK, volunteer match, community sites, career links, etc.). Create specialized volunteer web pages within the ATASK site.
- September: Table at health fairs, career fairs, student fairs
- October: Interview and fill positions

BUDGET

Staff Time Expenses

- Volunteer Coordinator
 - 2 month: \$12/hour x 40 hours= \$960
- Communication Director
 - 1 month: \$15/hour x 32 hours= \$480
- Education/Outreach Director
 - 1 month: \$14/hour x 30 hours= \$ 420
- IT/Web Master
 - 1 month: \$15/hour x 30 hours= \$450
- Graphic Designer
 - 1 month: \$14/hour x 25 hours = \$350

Out-of-Pocket Expenses

- Brochures
 - 8 ½ x 11, Tri-Fold, Glossy Brochures (100)= \$70
- Flyers
 - 8 ½ x11, Color Flyers (200)= \$90
- 6 ft. Table Throw with ATASK logo = \$166
- 36x48 Display Poster = \$50
- ATASK T-shirts for Table volunteers (25) =\$200
- ATASK logo pen give-aways (100) =\$307

Contingencies= \$354.30

TOTAL PROPOSED BUDGET= \$3,898.00

EVALUATION

During interviews with candidates, the interviewer should find out where the he or she first heard about the position. This question should be followed up with questions about what other media he or she used to find out more information about the position and the organization.

Google analytics data should be analyzed to track which volunteer site was the most clicked or visited. The same should be done with the volunteer page on the website.