



Military Order of the Purple Heart

VA Voluntary Service (VAVS)

Recruitment Strategy

Recruiting Tactics

"An Invitation to Service"

Changing the Face of the VAVS

VAVS Recruitment Strategy

Recruiting Tactics

- Total volunteers and hours continue to slip; a trend that MUST be reversed
- A coherent VAVS recruitment strategy and recommended organizational structure have been developed, updated for 2014 and adopted by NAC
- At all levels, VACO/VAMC/NAC organizations:
Recruitment is a full time, year round responsibility!

VAVS Recruitment Strategy

Recruiting Tactics

- **VAVS Invitational Recruiting Strategy (Continued)**

Volunteer Retention

- Meaningful work with positive feedback
- Allow for personal growth, flexibility in assignments
- Show respect for volunteers
- Eliminate barriers to use of volunteers
- Establish incentive programs for volunteers that reward hours worked, volunteers recruited, e.g. gift certificates, a gas allowance to help offset high gas prices
- RECOGNITION of volunteers efforts a key to personal satisfaction and retention

VAVS Recruitment Strategy

Recruiting Tactics

VAVS Invitational Recruiting Strategy (Continued)

Broad-Based Recruiting

- Maintain high media profile
- Distribute high quality materials
- Network with businesses, community groups, leaders

Managing Volunteer Recruiting

- Tailor to structure, network within NAC member organizations

- Enter into collaborations and partnerships

With other NAC organizations, Veterans groups

Share marketing, public relations materials, techniques

With Colleges, Universities

With other organizations with similar goals/interests

VAVS Recruitment Strategy

Recruiting Tactics

Recruitment Tactics

- Goals: At each VAMC, increase total number of volunteers and hours by at least 10%; lower average/median age to 55-60
- VAVS Invitational Recruiting Strategy
 - Generational Recruiting Age Demographics
 - Great Depression/WWII Generation (1925-1945)
 - Baby Boomers (1945-1963)
 - Generation X – The “Me” Generation (1964-1981)
 - Generation Y – The “Millennial”
 - One on One, Face to Face Recruiting
 - Targeted Recruiting
 - Family Volunteering
 - Youth/Teen Volunteering
 - OEF/OIF Veterans Volunteering

VAVS Recruitment Strategy

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Preparation for Effective Recruiting

- Every VAVS “recruiter” must have thorough knowledge of VAVS history, organization & culture, nationally and locally
- VAVS policies, procedures, indoctrination procedures and paperwork continuously reviewed, updated and streamlined with unnecessary procedures, forms and policies eliminated.

The goal: Put that volunteer to work in a few days!

- At all levels review, programs, activities, incentives and recruiting strategies. **What’s working – What’s not??**
- At each VAMC, form recruiting committee with experienced, innovative volunteers from local NAC organizations
- Clearly understand the benefits and the cost of volunteering
- Update and/or develop new brochures, recruitment materials and advertising

VAVS Recruitment Strategy

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- AT NAC level, identify potential new organizations: Invite to join the NAC
 - Appropriate service, fraternal, civic, business organizations
 - Emerging Veteran Service Organizations (VSO's) unique to recent operations, e.g. Soldiers Angels, Iraq & Afghanistan Veterans of America, Veterans for Freedom, Operations Interdependence
 - At VAMC level, identify and approach local organizations to recruit Regularly Scheduled (RS) Occasional (Occ) volunteers and to support specific events, e.g. Stand Down, Welcome Home, etc.

Business & Professional

Volunteer Centers

Unions/Trade Groups

Retired Military/Military Units

Churches/Religious organizations

Colleges (Fraternities/Sororities)

Youth Groups

Veterans Groups

VAVS Recruitment Strategy

Recruiting Tactics

Summary

- Partnership and constant coordination between NAC organizations and VAVS at all levels is essential
- Understand what your organization brings to the table
- Be knowledgeable about VAVS history, culture, value to the Veterans, to the VHA, to the Nation
- Identify volunteer needs: develop, update, maintain volunteer position descriptions
- Continually review, update recruiting materials
- Develop a coherent, flexible recruiting plan: follow the plan
- Provide meaningful recognition, feedback to volunteers
- Be sincere, innovative, flexible and always courteous
- Have passion; it's contagious



"The Power is in the Ask"