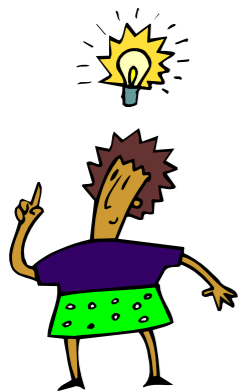




# The ABCs of Volunteer Recruitment



Community Literacy of Ontario has collected a sampling of techniques used in various literacy programs in Ontario to recruit volunteers.

- A**dvertise! We place advertisements for tutors in community newspapers. (*Georgian Literacy*)
- B**ooks! We donate adult books for new readers to the public library. We place an inscription in the book with the volunteer's name on it. (*Manitoulin Literacy*)
- C**orporations! We get involved with corporations in our area and recruit volunteers from within. (*Muskoka Literacy Council*)
- D**isplays! We place displays about our program in our local library. (*Barrie Literacy Council*)
- E**vents Column! We place a notice of upcoming tutor training workshops in the community events columns of local newspapers. (*Renfrew County Community Upgrading Program*)
- F**armers Market! We have a display at the Farmers Market. (*St. Mary's Adult Learning Program*)
- G**eneral interest workshops! We run a general interest workshop (i.e. birdhouse building) and recruit volunteers from amongst the participants. (*North Frontenac Literacy Program*)
- H**appy volunteers! The best technique is to have our happy volunteers tell their friends & family to volunteer with us. (*Trent Valley Literacy Association*)
- I**nformation Table! We set up an information table at the local mall. (*Timmins Learning Centre*)
- J**oin up! We join local service clubs where we promote our program and recruit new volunteers! (*Literacy Council of South Temiskaming*)
- K**nowledge! We make the time and effort to know our community and where to best recruit volunteers. (*John Howard Society of Victoria/Haliburton/Simcoe/Muskoka*)

- M**ayor! We enlist the support of our mayor and council members. (*Sturgeon Falls Literacy Alliance*)
- N**ewspaper! We place a "thank-you" advertisement in our local newspaper in the Volunteer Section. (*The Literacy Group of Waterloo Region*)
- O**pen House! We hold open houses in our community. (*Reading Routes, Napanee*)
- P**ortable sign! We intend to hire a portable sign and have it placed on a major intersection. (*Peel Literacy Guild*)
- Q**uestions! We host a question and registration night for learners and volunteers. (*Red Lake Adult Education Centre*)
- R**etirement communities! We have advertised in the newsletters of local retirement communities. (*Literacy Council of South Simcoe*)
- S**pelling Bee! We have local celebrities involved in a spelling bee. This interactive display attracts volunteers. (*Tillsonburg and District Multi-Service Centre*)
- T**elevision! We put "Volunteers Wanted" notices on our local cable television community programming. (*Focus on Learning, Wawa*)
- U**p! We put up help wanted ads at our local community college. (*Tri-County Literacy Council, Cornwall*)
- V**olunteer Centres! We contact our local volunteer centre. (*Stonegate Literacy, Toronto*)
- W**ord of mouth! Word of mouth works best! (*Iroquois Falls Adult Learning Centre*)
- X**erox! We xerox information about our program and post it around the community. (*Lakeshore Adult Literacy Program, Toronto*)
- Y**ou! We use the personal touch to tell people "YOU are wanted as a volunteer." (*Literacy Council of Niagara West*)
- Z**one! We put advertisements in the "Literacy Zone" of the local library! (*Literacy Program – YMCA of Hamilton/Burlington*)



# Community Literacy Of Ontario

