

The Human Side of Recruitment

Pacific Library Partnership

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WELCOME

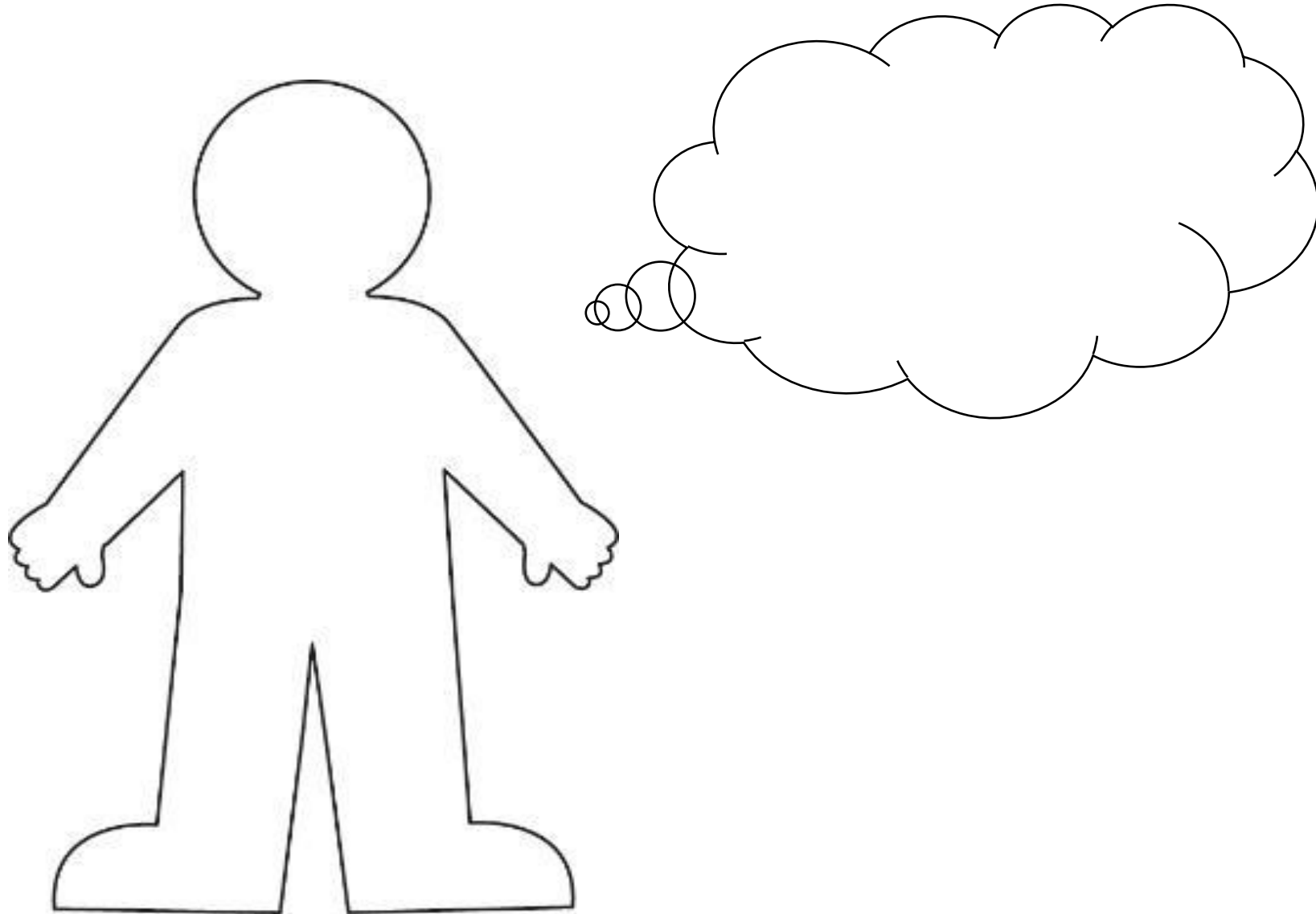
What is Recruitment?



Effective Recruitment



Sales

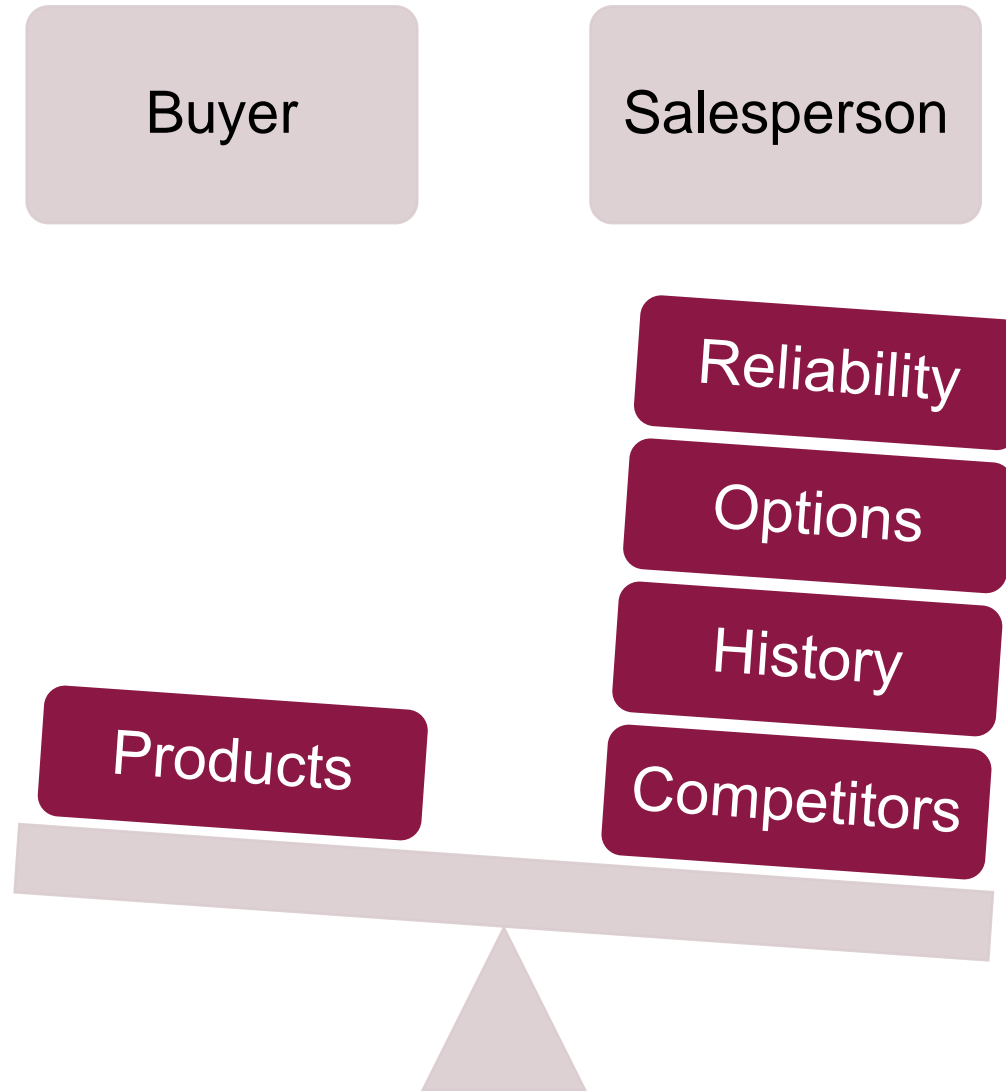


Words Associated with Sales

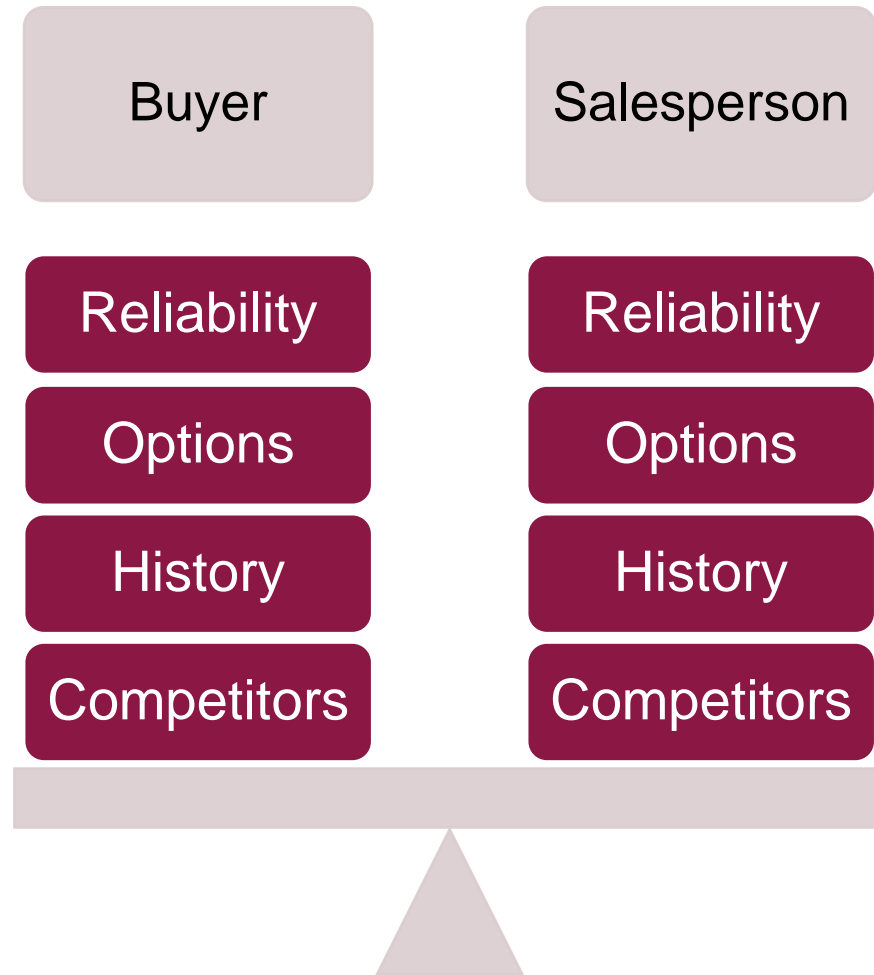
A word cloud of terms associated with sales. The words are arranged in a roughly circular pattern. The largest word is 'pushy'. Other prominent words include 'difficult', 'challenging', 'hard', 'yuck', 'necessary', 'ugh', 'sleazy', 'uncomfortable', 'aggressive', 'boring', 'dishonest', 'fun', 'manipulative', and 'slimy'.

slimy
difficult
challenging
dishonest
fun
manipulative
pushy
hard
sleazy
uncomfortable
aggressive
ugh
necessary
yuck
boring

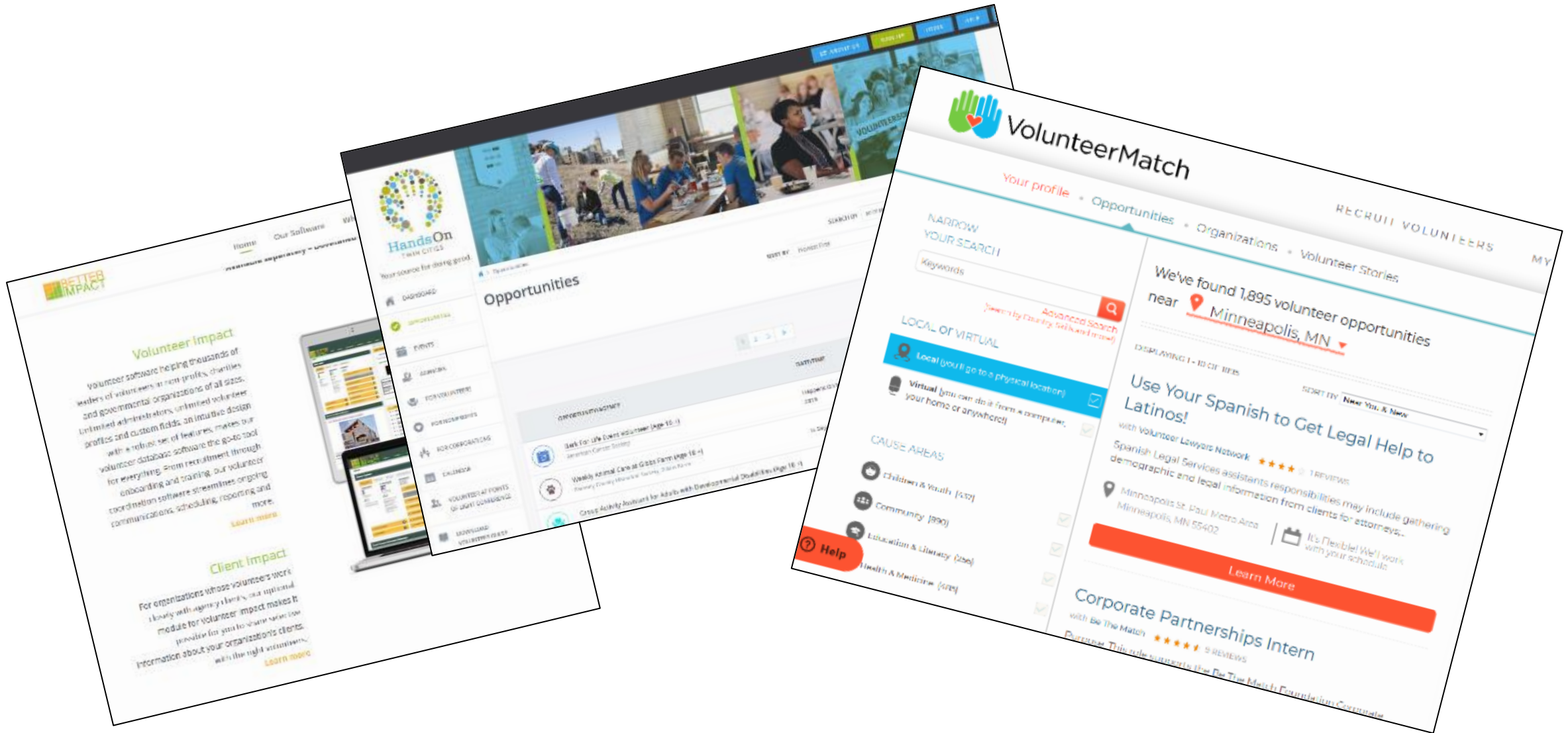
Information Asymmetry



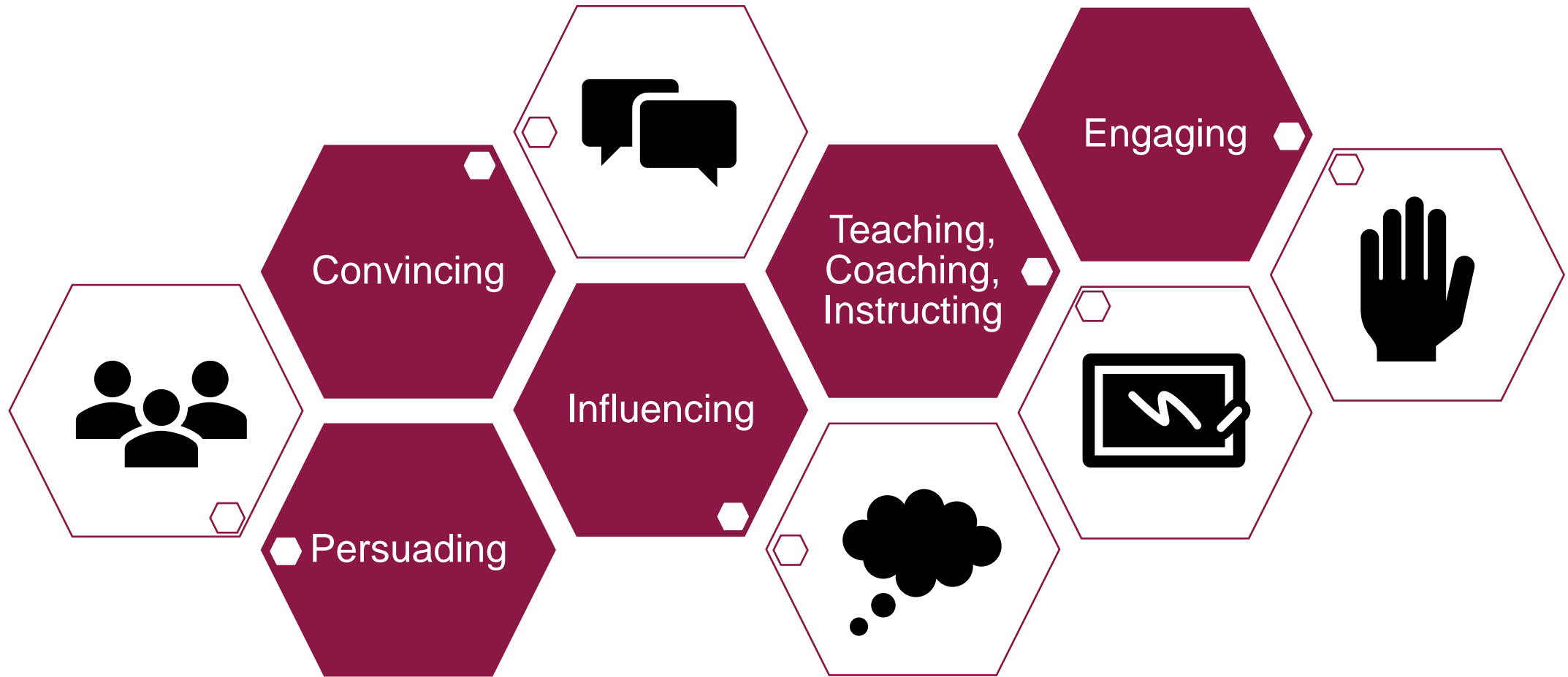
Information Parity



Information Parity



The Evolution of Sales



Consider

How does your organization use sales in fulfilling its mission?

How do you as an engagement professional use sales?

What and how do you “sell” to leadership or colleagues?

Effective Non-Sales Selling

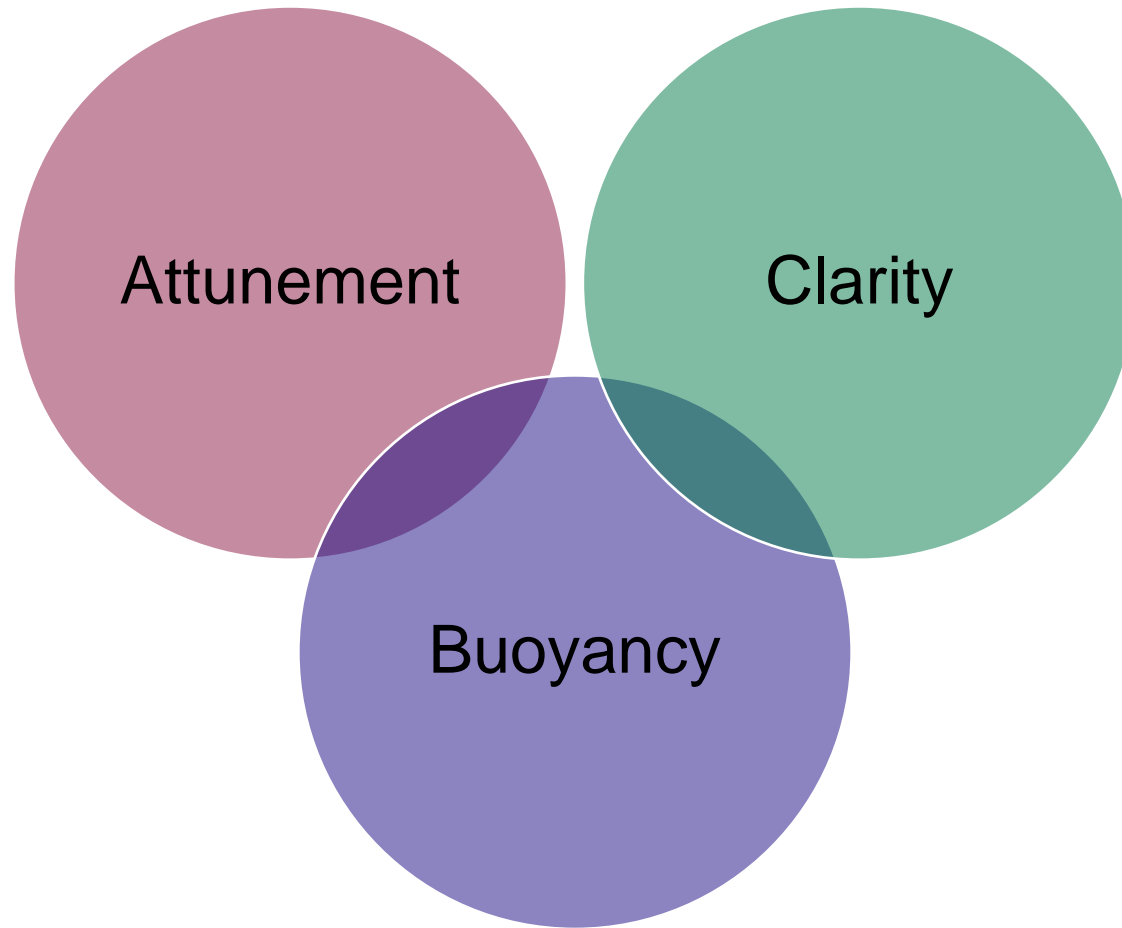


What to
Do



How to
Be

How to Be



Attunement



*Increase your
power by
reducing it.*

Daniel Pink

Attunement



Build Relationships

Daniel Pink

“Attuning” Questions

Question 1:

On a scale of 1 to 10, with 1 meaning “not the least bit ready to volunteer with our organization” and 10 meaning “totally ready to sign up to volunteer with our organization,” how ready are you to volunteer with our organization?

Question 2:

Why didn't you pick a lower number?

Buoyancy



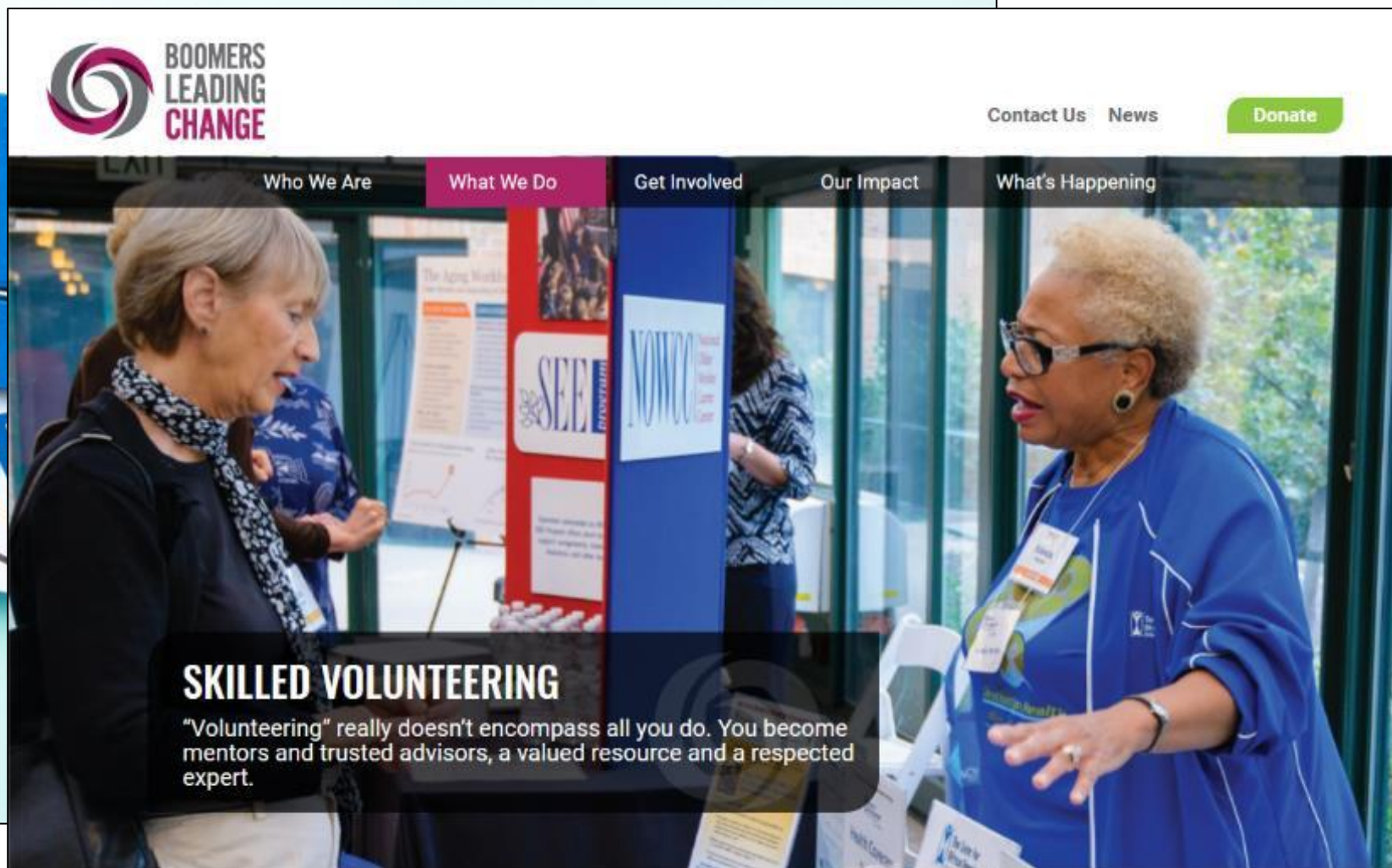
*Optimism is a catalyst
that can stir persistence.*

Daniel Pink

The Five Frames

1. The Less Frame
2. The Experience Frame
3. The Label Frame
4. The Blemished Frame
5. The Potential Frame

Clarity: The Potential Frame



How to Be

Attunement

- How can you tune into prospective volunteers' interests?
- What questions can you ask?
- What can you notice during conversations?

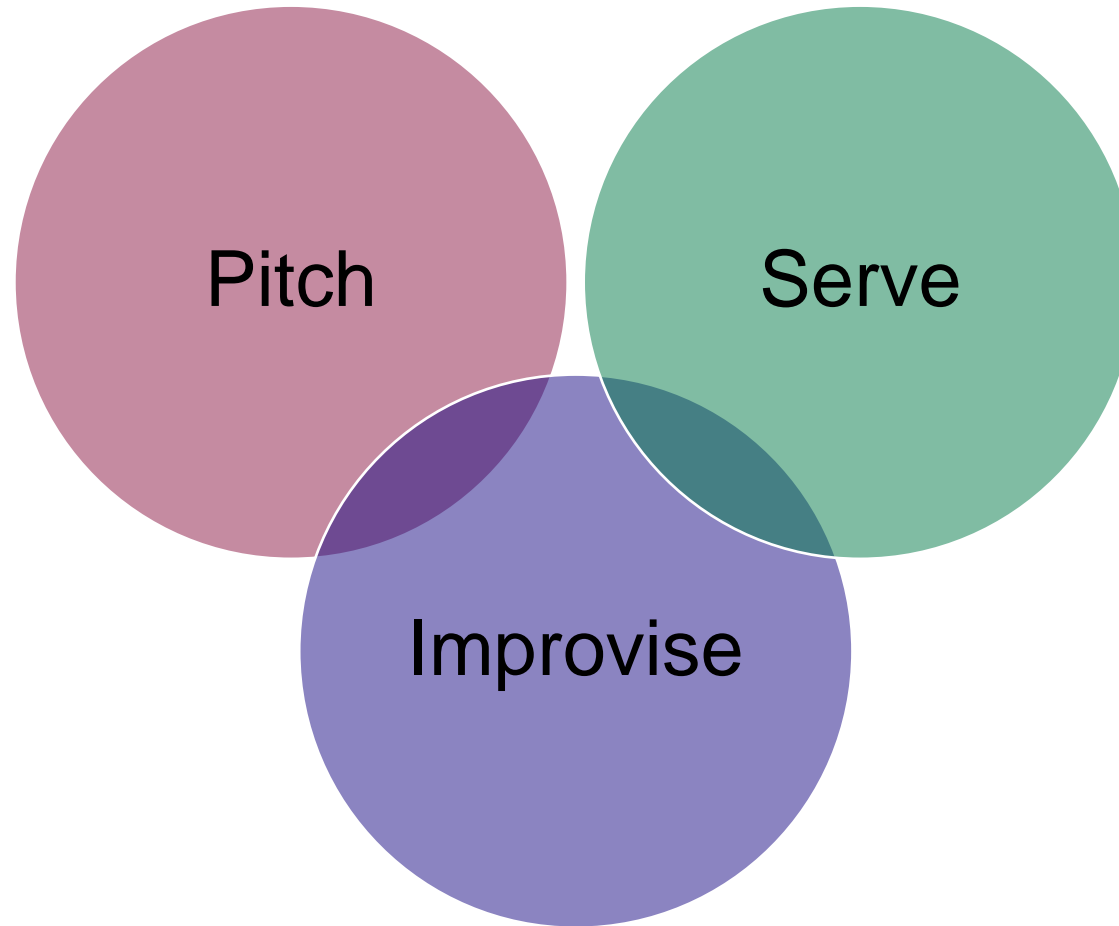
Buoyancy

- How do you handle being turned down?
- How can you increase your buoyancy?

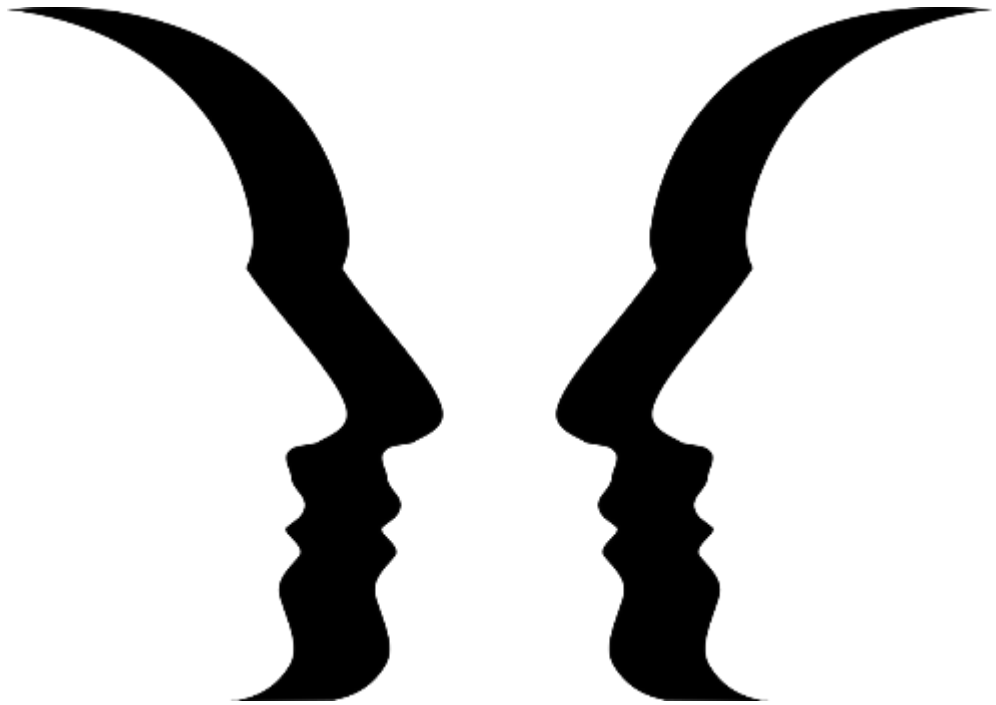
Clarity

- What information can you present that evokes “potential” to prospective volunteers?
- How do you prioritize information to present at the various stages of recruitment and engagement?

What to Do



The Pitch



*Great pitches
are actually
collaborations.*

Daniel Pink

6 Pitches to Replace Your Elevator Pitch



Pitches



One-Word
Pitch

Question
Pitch

Rhyming
Pitch

Subject-
Line Pitch

Twitter
Pitch

Pixar
Pitch

One-Word Pitch



Rhyming Pitch



“If it doesn’t fit, you must
acquit.”



“Takes a lickin’ and keeps on
tickin’”



“Without brand, you haven’t
planned.”

Rhyming Pitch

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Polski

1 336 000+ haseł



Keep off
Reddit; It's
time to edit!

There's no fee
for Wiki P!

Don't be icky,
edit the wiki.

EN ▾ 

Subject Line Pitch

Inspire Curiosity

- Make an announcement
- Ask a question
- Tease something unexpected
- Be unique

Provide Utility

- Cut it back
- Tease a list
- Include a deadline

Twitter Pitch



5 reasons your
toothpaste isn't
working. You won't
believe #3.

Office pets, unlimited
leave, and ping-pong.
Workplace fads or
perks that work. Find
out here.

Like it or not, the
world gets science
information from
Wikipedia.

The Pixar Pitch

Once upon a time _____.

Every day, _____.

One day _____.

Because of that, _____.

Because of that, _____.

Until finally, _____.

Making the Pitch More Human

Don't speak the way you write

Utilize the simplest language possible

Turn your pitch into a question

Practice saying your pitch out loud, with feedback

Be willing to forgo your pitch entirely

Next Steps

Identify one program area or goal for which you are recruiting volunteers.

Develop at least two different types of pitches for it.

Pitches

One-Word
Pitch

Question
Pitch

Rhyming
Pitch

Subject-
Line Pitch

Twitter
Pitch

Pixar
Pitch

Improvise



*Improvisation is
about hearing
offers.*

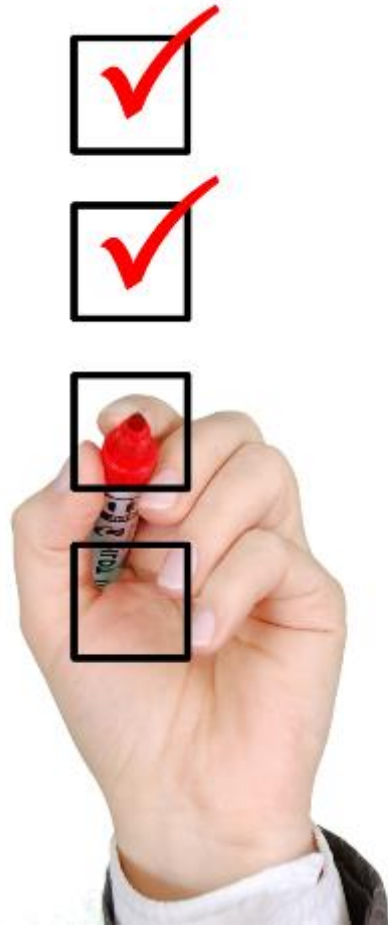
Daniel Pink

Discussion

How did each feel?

How does it apply to your
work?

Key Takeaways



Ask strategic questions to tune into prospective volunteers' interests and help them surface benefits of volunteering.

Focus messaging on the *potential*.

Develop compelling pitches for different media.

Leverage improvisation to build on prospects' ideas.

VQ Resources

VQStrategies.com



Downloadable tools and templates



Books and tool kits



Webinars



VQ Blog



VQ Impact e-Newsletter



Thank you.

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