

Concentric Circles Recruitment

Concentric Circles Recruitment is the idea that people who already have a connection to your organization are more likely to volunteer than those that don't. Family, friends, acquaintances, donors, and service recipients are examples of potential volunteers in your organization's concentric circles.

Imagine throwing a pebble into a pond and watching the concentric rings expand out from the splash. This visual is the key to the concept of concentric circle recruitment, which is comparable to, say, enlisting your friend as your band's drummer as opposed to holding open auditions.





“Just as ripples spread out when a single pebble is dropped into water, **the actions of individuals can have far-reaching effects.”**

- Dalai Lama

CONNECTIONS MATTER!

The central idea follows a basic line of reasoning: Who better to recruit as a volunteer than people who are already connected to you via some other relation.

All an organizer has to do is move out in concentric circles through an existing framework of family, friends, coworkers and acquaintances.

MESSAGING IDEAS ...

- The message should be short, simple, and direct.
- You are asking for the volunteer to contribute time, energy, and sometimes financial supports to provide free of charge a service and the good he/she can do.
- Stress the value to the community if the service can be provided.
- In addition, outline the benefits the volunteer will receive.
- Besides feeling good, there may be skills and valuable experience that the volunteer will gain by participation.

VOLUNTEER - ACTIVITY

What are you looking for & build a message



Let's talk content strategy...



Do you have what it takes
to craft an effective
message?

What is needed to achieve/accomplish our objective(s)?

What qualities should we look for in potential candidates?

How can we communicate with them both collectively and as individuals?

What would motivate them to become a part of our group's vision?

ATHLETE - ACTIVITY

What are you looking for & build a message

You are trying to promote a fun and free sports training/competition experience that athletes would choose to dedicate their time to participate.

Stress the value to community partners to help promote within their own service agencies.

In addition, outline the additional benefits the athlete would receive (Healthy Athletes, Athlete Leadership Training, friendships, health and fitness, etc.)

Besides feeling good, there may be other experiences that the athletes will gain by participation (friendships, health and fitness benefits, travel, etc.).

VOLUNTEER - ACTIVITY

**Find 5 people in your circle you
can send you message to...**

ATHLETE - ACTIVITY

**Find 5 people in your circle that
can help you recruit new athletes**

VOLUNTEER - ACTIVITY

**Find 5 people in you circle you can send
you message to...**

Family and relatives of coworkers, colleagues and
associates

Program or school alumni

Friends of current volunteers and staff

People in your organization's neighborhood

People who have expressed interest in the topic,
sport, activities, or cause ...

ATHLETE - ACTIVITY

Find 5 people in your circle to help recruit new athletes

- Workplace of existing athletes
- Local service agencies that provide day programs to current athletes
- Local school alumni
- Parent support group for children with disabilities
- Other programs in the area that service people with intellectual disabilities
- Local agencies support staff who may be able to promote to their clients
- A local program event (i.e. yearly dance, send-off party, picnic) that encourages the attendance of guests.

Online Recruiting - **VOLUNTEER**

It never hurts to review how other organizations with similar problems are attempting to recruit volunteers. Here are some of the most widely used volunteer matching sites:

Idealist

Network for Good

Volunteer Solutions

Volunteers of America

Volunteer Match

Points of Light



Online Recruiting - Athletes

- It never hurts to review how other organizations with similar problems are attempting to recruit participants/athletes.
- Communicate with other local agencies who service people with intellectual disabilities to brainstorm ways to increase participation
- Working with these agencies can give you ideas, direct contact with new athletes, or can create a combined force of recruitment
- Connect with other Special Olympics local programs to determine how others increase their numbers
- There may be new approaches to take, events to plan, or resources you have not considered.



Activity

**Evaluate how your program uses
social media to recruit or promote
Special Olympics events**

Come up with 3 new ideas to try in the fall

ATHLETE - ACTIVITY



Create a list of possible local service providers in your area and determine how you could work with them to recruit new athletes

Or

Think about your current sports offered and determine how new athletes could help build your program (complete a sports team, develop a new sport, build in conjunction with neighboring local program, etc.)

Concentric circle recruitment then spreads out through the expanding web of connections that grows with each new volunteer: their family, their friends, their coworkers. Recruitment becomes self-sustaining.

This kind of recruiting tends to prove effective, thanks to personalized appeals to individuals who are already in close contact with the organization's volunteers, if not their actual volunteer work.