

## **Recruiting Volunteer Fund Raising Leaders Where to Look**

*Volunteer fund raisers do not have to be limited to your Advisory Council or your sponsor's Board of Directors. You can form a "Kitchen Cabinet Fund Raising Committee" of people who are interested and invested in the work you do. Look to your broad community to find leaders with skills and interests to support your fund raising efforts.*

### **Local businesses and corporations**

Recently companies have demonstrated an interest in the health of the communities where they are located, or have a direct market interest, often with written policies of "Corporate Responsibility." In addition, companies thrive when they have good leaders, and leadership experience in fundraising is a valuable resource for programs.

### **Service clubs or civic organizations**

Volunteer service clubs have been a historical and ongoing feature of the American social landscape. These organizations are both religious and non-sectarian varieties. The Knights of Columbus, Rotarians, Kiwanis, Lions, Elks as well as other fraternal organizations are prime places to recruit fundraising volunteers. Each has a rotating roster of leadership positions. Some, like Rotary, have volunteer leaders on a multi-year track of leadership service.

### **Business and professional associations**

There are several business or professional associations throughout the United States. Some based on geography, others on industry type, and quite a few on job types. You might have business and industry associations or hospitality associations. Still others have civic responsibilities; an example is the Business Committee for the Arts.

### **Faith-based organizations**

Places of worship can sometimes present great reservoirs of well-connected volunteers who know how to donate and fundraise.

### **Other nonprofit organizations**

Be aware of fundraising volunteer leaders who serve with other nonprofits in your community. Monitor their involvement and effectiveness.

## **Recruiting Volunteer Fund Raising Leaders Where to Look (cont.)**

### **Unincorporated organizations**

Look for fundraising volunteer leaders in these more informal groups. Some are more stable or permanent than others. For example, certain parts of the country have recently seen a growth of "walking clubs."

### **Cooperatives**

The co-op movement has a long history in our country. Certain parts of the country and certain industries have more examples than others. There are cooperative businesses in banking, finance, food distribution, even in housing. Each of these have a board, and unlike a board of a for profit company, these are voluntary positions. Again, current volunteers will volunteer again when asked. The most commonly recognized form of cooperative is the local food co-op.

### **Friends of leaders**

Leaders are people who have connections. Forming a work group to identify new fundraising volunteer leaders among your leaders' circles of friends can lead to the discovery of new talent, and since the invitation comes from a peer, there is usually some inclination to be supportive of the friend and his/her interests.

### **Network with volunteer resources in your region**

Interact with:

- United Way staff and executives
- Service and fraternal organization (Rotary, Lions, etc.)
- Volunteer job banks
- Community Foundations
- Large company human resource departments
- College/University human resource departments