How do you reach out and market the role of volunteering?

1. Personal invitations
2. Ask existing volunteers to invite new volunteers
3. Public recognition of volunteers’ contributions to the dance

On our website
In our newsletter
In brochures
Word-of-mouth
Announcement at dances
Personal invitations
Encourage existing volunteers to ask others
Scholarship program to encourage volunteers
Board members recruit
Team up with other nonprofits/groups with similar/compatible missions
Be a good role model
Flyers
Define real needs
Public recognition and thanks is a way to market the role
Have caller make announcement
Wear a button: “I got in free, asked me how?” “I volunteered!”
Emphasize the importance of volunteers to the help of the community
Encourage volunteers to voice pride in helping the dance community
Photos of volunteers in dance spaces
Incentives: coupons, discounts, treats
Personal ask, e-mail and in person, online/web/survey
Market as a learning opportunity: sound, management, etc.
Small/manageable tasks until they see what else they can do
Make it fun!!
Annual meeting: volunteer opportunities elicited
Announcement in newsletter, make announcement at the end that we must be out of the hall in half an hour, get people involved!
Reminder e-mail
Have a volunteer “path” (even if you have to invent tasks)
Recognize current volunteers and ask for more at breaks
Buttons for the organizers to wear at dances
On registration form for special event, have volunteer sign-ups
Tell the crowd “you, too, can receive applause for doing this task!”