

Recruiting Volunteers

Use these tips and resources to recruit volunteers for your Volunteer Income Tax Assistance (VITA) and AARP Tax-Aide sites.

Start Early

You'll have the best results when you recruit volunteers year-round. Otherwise, mid-summer is a good time to start.

Explore Current Resources

Ask your:

- **Current volunteers** to talk to others about your organization and available volunteer opportunities. They may have friends, neighbors, or family members who want to be involved.
- **Clients** if they are interested in volunteering. Be sure to tell them about volunteer roles that do not require a lot of tax knowledge, like intake and translation. Also mention free tax training is available.
- **Organization's employees** if they are interested in volunteering.
- **Internal program managers** to refer clients to volunteer.

Build Local Partnerships

Partner with local businesses or organizations to help you reach potential volunteers.

High schools, colleges, or universities have many students who look for ways to get involved in their communities and gain experience in their field of study. Some might want to use volunteer experience as a resume builder. Student groups or clubs may also be interested in volunteering. We encourage multi-lingual students to volunteer to help with language assistance. Consider offering outreach and informational sessions to students.

Host informational sessions at **local libraries and community centers** to talk to people about your organization and available volunteer opportunities. This is a great way to answer questions from potential volunteers.

Some **companies and local businesses** offer volunteer programs for their employees. They could refer potential volunteers to your organization.

United Way has 1.5 million volunteers serving in 1,100 communities, connecting them with local volunteer opportunities. Reach out to your community's local branch and ask who's able to help.

Advertising

Use your organization's social media to promote volunteer opportunities. Create new accounts for sites you're not using to reach more possible volunteers.

- Facebook
- Instagram
- X, formerly known as Twitter
- LinkedIn
- Your organization's website
- Canva, a free platform to create social media posts, flyers, and newsletters

Flyers and other print advertisements are an effective way to share volunteer opportunities. Ask your post office about a potential local mail campaign.

Post flyers where your community members gather, such as:

- Events your organization hosts, community events, and job fairs
- Church and mosque bulletin boards
- Senior centers
- Apartment buildings
- County social services or emergency services offices
- Schools, colleges, and universities
- Professional businesses and corporations
- Libraries
- Food shelves, including Meals on Wheels
- Banks and credit unions
- A variety of grocery stores
- Head Start programs
- Housing programs
- Hospitals
- Courthouses

There are even more ways to advertise volunteer opportunities, including:

- Radio ads
- Newspaper ads
- TV ads
- Local news station stories
- Billboards
- Articles in your organization's or partner organization's newsletters
- Chamber of Commerce newsletters

Other Ideas and Resources

Attend local job fairs and career events to meet potential volunteers who are interested in giving back to their community. Be sure to have informational materials on hand to share.

Setup a **promotional table display at a local event** and work with other volunteer groups, like Rotary, Kiwanis, AmeriCorps Seniors Retired and Senior Volunteer Program, Salvation Army, or Senior 125.

Showcase the importance of volunteering with consistent messages. Share testimonials from current volunteers and post opportunities in multiple languages.

Many **websites connect volunteers with organizations** that need their help. Some popular ones are:

- [VolunteerMatch](#)
- [Idealist](#)
- [Points of Light Engage](#)

The **IRS's Volunteer Management System** collects volunteer names, addresses, and contact information and matches them with nearby free tax assistance sites. For information or to join, consult your local IRS Stakeholder Partnerships, Education and Communication office.