**NY3 - Volunteer Recruiting Checklist**

***Various ways to get out the “Call for Volunteers” message***

**Your message should cover all of the roles that you are recruiting; Consider:** tax counselor, client facilitators, technology coordination, communications, and administrative support

* Media Blitz - issue a press release *(You may be able to get assistance from your local United Way with this activity)*
  + Newspapers (major newspapers and weeklies)
  + Radio & TV (PSA spots)
* Senior Newsletters
* Church Bulletins
  + Catholic Charities
  + Interfaith Councils
* Local Colleges, Universities, BOCES
* Volunteer Websites
* Retired Teachers groups
* Military Retiree groups
* County Government Web Sites (in the “Volunteer Opportunities” section)
* RSVP organization
* Office of the Aging
* AARP Meetings
* Posters in Libraries; ask to be on their website
* Posters in Senior Centers; ask to be on their website
* Spanish Speaking Community communication vehicles
* Social Media (Facebook, Twitter, etc.)
* Web Sites for affiliated organizations
  + CA$H
  + United Way
  + Etc.
* Bank Newsletters; Bank Branch TV Monitors
* Email all of your current volunteers asking them to alert their friends to volunteer opportunities with TaxAide (almost 50% of new volunteers state that they heard about the program from a current volunteer)
* Service Organizations (Rotary, Kiwanis, etc.)
* Emails to clients (if you collect email addresses) – looking for them or their friends to volunteer
* Have a current volunteers write a Letter to the Editor of a local newspaper stating how much they enjoy volunteering
* Craig’s List

### *Note: In your various recruiting materials, it is generally best to tell potential volunteers to just go to the AARP Tax-Aide website to register.*

### *They can do a Google search on “AARP Tax-Aide Volunteer” and look for:* [AARP Foundation Tax-Aide - Volunteer Opportunities for 2016 - AARP ...](http://www.aarp.org/money/taxes/info-2006/volunteer_aarp_tax_aide.html)

### *Or send them the URL for the site:* <http://www.aarp.org/money/taxes/info-2006/volunteer_aarp_tax_aide.html>

### They should then scroll to the yellow box in the middle of the web page that says “Become a Volunteer” which will take them to the Tax-Aide registration site.

### Let the volunteer know that there is no obligation once they register; this is just the first step of the process.