UNH COOPERATIVE EXTENSION STEWARDSHIP TRAINING GUIDES

Getting the Word Out

Volunteer Recruitment Ideas for Stewardship Projects

Since you've done all the hard work of organizing your workday, it's important to get the word out so volunteers show up to the event!

Consider your community and audience when deciding how and where to get the word out. Does your town have a bulletin board at the general store where everyone gets their local information? Or maybe Saturday at the town dump is the place to advertise. Are you targeting youth and families? Looking for participants with special skills? Answering these types of questions will help you be more effective in getting volunteers to your event. Below you'll find just a few suggestions about how and where to get the word out.

How to get the word out:

- □ Nature Groupie calendar Events posted to the online calendar (New England only) are also included in the weekly e-newsletter, and are promoted on Facebook, Twitter, and other social media platforms. For maximum exposure, submit your event information at naturegroupie.org as far ahead of time as possible.
- ☐ Write a Press Release Local papers are often happy to post upcoming events, and are often a place where many people look for upcoming events. There are many websites that offer information on how to draft a press release wikihow.com/write-a-press-release is one example.
- Create a Flyer A paper flyer is a great way to let people know about your event. Be sure to include the details of what, when, where, and how to sign up. We also recommend including a photo or image to make your flyer visually appealing. A digital PDF version of your flyer can be attached to e-mails, as well.
- Use Social Media If you, your organization, or town already use social media (Facebook, Twitter, Instagram) this is a great way to get the word out. Encourage others to share your event.
- □ Paper or E-newsletters If your town or organization has an established newsletter (paper or electronic), this can be a great way to reach a larger audience.



Where to get the word out:

- ☐ Hang flyers at the site to recruit users/visitors!
- □ UNH Cooperative Extension county office
- □ Local college or university many have a Community Service office
- ☐ Statewide event calendars
- Public and private schools/teachers many have an environment club or service learning requirement
- □ Local businesses and companies with volunteer programs
- □ Local land trust or other non-profit organization
- □ Relevant state agencies
- ☐ Local or statewide volunteer programs (United Way, Americorps)
- Meetup.org (there is a way to post events, but you can also find an existing group that would be interested in your opportunity)
- County work programs (help place people for community service requirements)
- Mountain bike associations particularly for trail work where bikes are allowed

Other Great Places to Get the Word Out

- Local library
- Chambers of Commerce
- Farmers markets
- Local senior centers
- Arborists and landscapers
- Retirement associations
- Churches and faith-based organizations
- Local Boy Scout/Girl Scout Troops





