

**United States Interagency Council on Homelessness**



# **National Project Homeless Connect**

## **Best Practices Colloquy**

### **Toolkit 2.0**

**August 2008**



## 5. Volunteer Training: One Recruitment



Volunteers are one half of the “Connection” in PHC. The other half are our homeless customers. Ensuring that both are comfortable and understand the nature of PHC, and feel hospitable is vital to a successful PHC:

- **Set** a goal - A 1:1 volunteer-to-guest ratio is ideal
- **Develop** and use a promotional video
- **Enlist** partners with ties to local volunteer pools
- **Target** corporate, civic, and education institutions
- **Engage** faith-based and community-based groups
- **Conduct** open recruitment by advertising

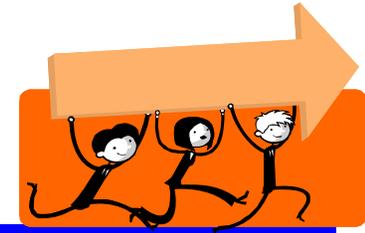


## 5. Volunteer Training: One Recruitment





## 5. Volunteer Training: Two *Engagement*



- Offer volunteers specific responsibilities
- Plan a volunteer orientation the morning of the event and consider specialized orientations
- Disseminate volunteer resource packets
- Use shirts, caps, or arm bands for visual recognition
- Stage an opening rally on the day of the event to boost spirits
- Host post-event debrief sessions with volunteers



## 5. Volunteer Training: Two Engagement





## 5. Volunteer Training: Three *Best Practices in Recruitment /Engagement*

- Duluth hosts “sleep out” to increase awareness and recruit volunteers.
- San Francisco partners with volunteer agencies and uses the web to advertise and recruit. Each team lead trains volunteers.
- San Jose, Minneapolis, and San Francisco each develop short promotional videos to engage civic, corporate volunteers and partners.
- Denver’s PHC at a University attracts over 900 students and faculty to serve in mobile hospitality roles to facilitate triage.



## 5. Volunteer Training: Four *Best Practices in Recruitment /Engagement*

- Nashua, NH positioned a large banner across the city's Main Street to recruit volunteers, partners, and generate public interest.
- San Francisco recruits by advertising on taxis and in public transit, using an advertising firm to pitch/brand volunteerism, and inviting those assisted by the event to give-back.
- Many communities recruit by partnering with the United Way or volunteer intermediary groups.
- PHC partners with corporations who have one-day service campaigns.

# Fourth Annual National Project Homeless Connect Week

December 1-7, 2008



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