



Recruiting Volunteers

When a potential volunteer reaches out, be prepared with information about volunteer opportunities at your Volunteer Income Tax Assistance (VITA) and AARP Foundation Tax-Aide sites. Create a handout or flyer outlining volunteer roles, time commitment, required training, and key contact information. Host volunteer information sessions at your organization and community locations. Volunteer testimonials are also a powerful tool for recruiting. Here are some more tips to help you recruit volunteers:

Recruit All Year

For the best results, recruit volunteers year-round. Otherwise, start recruitment efforts in late summer.

Explore Current Resources

Ask your:

- **Current volunteers** to spread the word about your organization and available volunteer opportunities. They may have friends, neighbors, or family members who would want to be involved.
- **Clients** if they would be interested in volunteering. Let them know free training is available for all tax site volunteer positions.
- **Organization's employees** if they are interested volunteering.
- **Internal program managers** to refer clients to volunteer.

Build Local Partnerships

Partner with local communities that could help you reach potential volunteers.

- **High schools, technical and community colleges, and universities:** Many students are looking for ways to get involved in their communities, gain experience, and build their resume. Partner with campus service clubs, academic departments, and required service-learning programs. Consider providing outreach through campus job fairs and classroom presentations.
- **Local libraries and community centers:** Host informational sessions at local libraries or community centers to tell people about your organization and available volunteer opportunities and to answer questions from potential volunteers.
- **Local businesses:** Some companies and businesses offer volunteer programs for their employees. Ask to host onsite information sessions or provide recruitment advertisements for their newsletters or other communication channels.
- **United Way:** Work with your local United Way to list and promote your volunteer opportunities.



Advertising

Use social media to promote volunteer opportunities.

- Facebook
- Instagram
- X (formerly Twitter)
- LinkedIn
- Bluesky
- Your organization's website

Post flyers and other print advertisements at places your community members frequent.

- Events your organization hosts
- Places of worship
- Senior centers
- Apartment buildings
- County social services or emergency services offices
- Schools, colleges, and universities
- Community events, including job fairs
- Professional businesses and corporations
- Libraries
- Food shelves, including Meals on Wheels
- Banks and credit unions
- Culturally diverse 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
- Newsletter articles



Other Ideas and Resources

Register to participate in Minnesota Department of Revenue’s Volunteer Sign Up placement map:

Revenue promotes volunteer recruitment through social media, outreach events, and internal efforts.

Potential volunteers are directed to the [Become a Volunteer](#) website to register and choose a nearby tax site. By joining the placement map, your agency can list its name and volunteer contact, helping connect interested volunteers directly to your program.

Enroll with the IRS Volunteer Management System: This system collects volunteer names, addresses, and contact info and matches them with nearby free tax assistance sites. For information and assistance, consult your IRS Stakeholder Partnerships, Education and Communication (SPEC) relationship manager.

Attend job fairs: 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.

Use volunteer matching websites: There are many websites that connect volunteers with organizations that need their help. Some popular ones include:

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