



# Recruiting Volunteers

Anytime is a great time to recruit volunteers. Be ready to share all the great ways they can get involved with your Volunteer Income Tax Assistance (VITA) or AARP Foundation Tax-Aide program!

Maintain that momentum by recruiting year-round. If that's not possible, aim to start in late summer when people are preparing for new commitments.

## Minnesota Revenue's Statewide Volunteer Recruitment Campaign

The Minnesota Department of Revenue promotes volunteer opportunities through social media, events, and internal channels, directing people to our website to register and select a tax site.

Your site can join our placement map which lets us list your organization's contact information, making it easier for volunteers to connect with your program. For more information, email [vita.aarp.mdor@state.mn.us](mailto:vita.aarp.mdor@state.mn.us).

## IRS Volunteer Management System

The IRS collects volunteer names, addresses, and contact info and matches them with nearby free tax assistance sites. For information and assistance, contact your IRS SPEC relationship manager.

## Explore Current Resources

- **Invite current volunteers to spread the word.** They're your best ambassadors and may know friends, neighbors, or family members who would love to get involved.
- **Chat with clients about volunteering.** Many are excited to give back, especially when they learn that free training is available for every tax site role.
- **Encourage your organization's employees to join.** They already know your mission and might be looking for a meaningful way to contribute.

## Build Local Partnerships

### High Schools, Technical Schools, Community Colleges, and Universities

Students are often eager to get involved, gain experience, and boost their resumes. Partner with campus service clubs, academic departments, and service-learning programs. Job fairs, campus events, and quick classroom presentations are great ways to spark interest!

### Local Libraries and Community Centers

Host casual information sessions where people can learn about your organization, explore volunteer roles, and get their questions answered. These community hubs are perfect for meeting future volunteers.

### Local Businesses

Many companies offer volunteer or community impact programs for their employees. Ask to hold an onsite information session or share a short volunteer recruitment message in their newsletters or internal communications.

### United Way

Team up with your local United Way chapter to promote and list your volunteer opportunities. It's a fantastic way to reach people already looking for ways to give back.



## Advertising

Don't forget to spread the word on social media, community flyers, and through your local media.

### Social Media

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

## Other Platforms

- TikTok is great for short, engaging videos about volunteer stories and behind-the-scenes moments.
- YouTube is perfect for longer volunteer spotlights or informational videos.
- Nextdoor is a neighborhood-based platform where local volunteering opportunities get a lot of traction.
- Threads is part of Instagram and is designed for public conversations and community engagement.
- Pinterest is useful for sharing infographics, volunteer stories, or promotional graphics.
- Idealist and VolunteerMatch have now merged into a popular site for nonprofit volunteer opportunities.
- Local community Facebook Groups can help reach engaged residents quickly.

## Community Flyers

Create flyers that highlight volunteer roles, time commitments, training, and key contacts. Post them around your community where posting is allowed. Possible locations include:

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