

# HARBOUR AUTHORITY VOLUNTEER RECRUITMENT

## HERE ARE SOME BEST PRACTICES THAT WILL HELP YOU IMPROVE YOUR RECRUITMENT

### GET THE WORD OUT

- People might not be aware that there are volunteering opportunities at the harbour.
- Personal invitation is the main method used currently.
- Use a variety of communication channels:
  - Communicate with emails and SMS.
  - Increase social media presence to reach a larger audience.
  - Join community events or host an open house.
  - Reach out to local media outlets. Newspaper, TV, bloggers/podcasters, community newsletter, radio station - they are often looking for guests to interview.
- Encourage referrals from your volunteers. They are your biggest supporters and advocates.
- Provide a rapid response to inquiries.

### TARGET YOUR AUDIENCE

- The ageing demographics trend should be seen as an opportunity. Recently retired people and veterans can be key assets for HAs.
- Be open to those outside the fishing industry: entrepreneurs, lawyers, accountants, etc. Review your by-laws if needed.
- Embrace diversity and seek out members of under-represented groups on boards: women, youth, Indigenous peoples, newcomers, etc.
- Reconnect: don't dismiss the power of past volunteers.
- Identify community leaders and people with influence to help you get the word out.
- Part-time or seasonal workers looking to add experience on their resume can be an interesting pool to consider.

### IDENTIFY YOUR NEEDS

- Define volunteer needs and requirements clearly.
- Promote a variety of options to get involved.
- Offer flexibility (activities, schedule, time).
- Avoid them being responsible for things they don't like to do.
- Make it easy for them to express their interest.
- Identify opportunities that are mutually beneficial, for the volunteer and the HA.

### BE CONVINCING

- Differentiate your program to motivate individuals to choose your cause over others.
- Communicating the importance of the harbour to the broader community could encourage participation. HAs are very meaningful to the fishermen who use them and their families.
- Build on volunteers' strong sense of pride, commitment and passion to encourage people to get involved.
- Promote the advantages of the HA program such as local management, local participation and local governance.
- Highlight the social interactions: many volunteers seek out rewarding experiences to connect with others.
- Convey the message that they WILL make a difference in their community.
- Share success stories and testimonials from current volunteers to help attract new recruits.
- Make it easy to join your HA.

## The role of technology should not be ignored

It is now feasible for people to get involved with the HA when they are not physically located in the community. Tap into the pool of people with a personal connection to the fishing communities that no longer live in the area. They could be motivated enough to participate on the HA virtually.