

COLLABORATING WITH COMMUNITY LEADERS TO STRENGTHEN VOLUNTEER ENGAGEMENT

NEW MEXICO AGING AND LONG-TERM SERVICES DEPARTMENT

TIPS EVENT

June 12, 2025



VOLUNTEERS

Volunteers help
prepare incarcerated
people to return home
and to be positive
members of
their communities.



NMCD Has Nearly 600 Volunteers
from Diverse Backgrounds



Working in 8 State Run Facilities
And 1 Privately Operated Facility



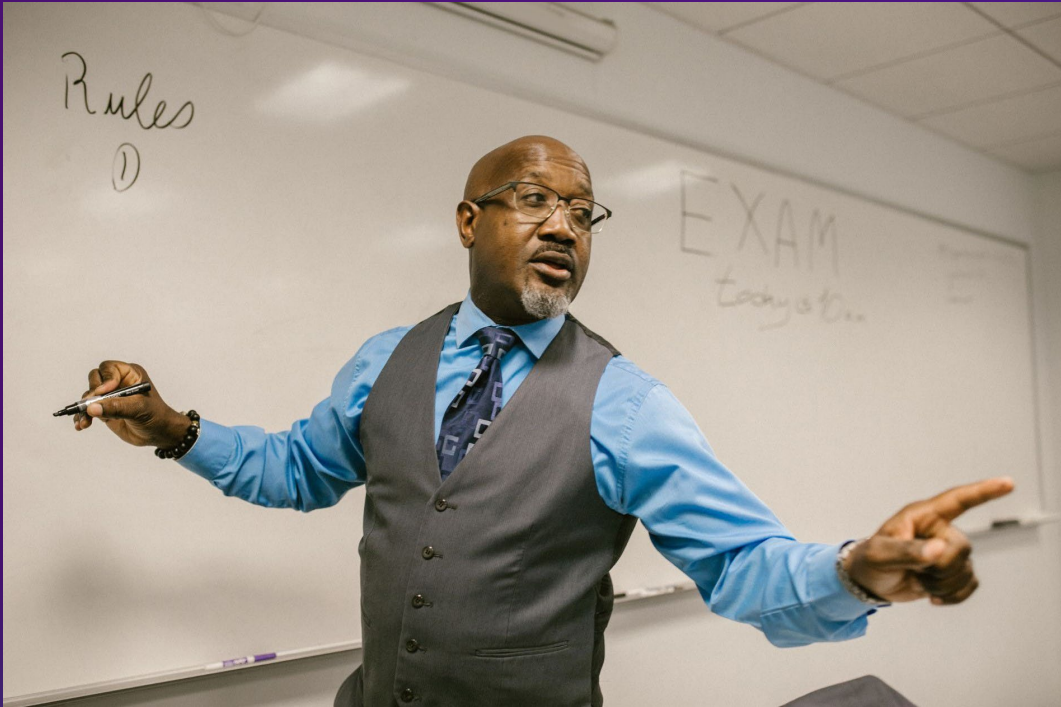
Providing Religious Services, Educational Tutoring, Vocational
Training, Mentoring, Life and Social Skills Training, and Other
Programming

VALUING VOLUNTEERS



"In seeking to grow your base, bring your current volunteers along with you by maintaining close ties, effective communication, and listening to their input."

FURTHERING OUR MISSION



"When we recruit, we want to recruit with purpose."

"We recruit and approve volunteers who will move our mission forward."

BEGIN WITH THE END IN MIND



Passion and interest are necessary, but those qualities alone do not qualify a volunteer for service.



Not everyone is suited for every job.



We must ensure that volunteers are qualified for the task and will support us in fulfilling our mission.



RECRUITMENT METHODS

For the NMCD, Active recruitment yields better results than passive recruitment.

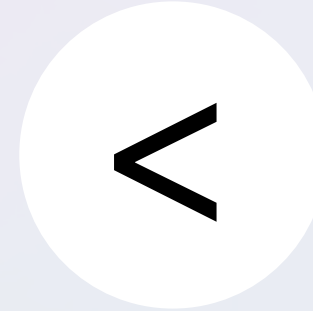
Active recruitment includes visiting faith leaders, attending volunteer organization events, making phone calls, and making personal contact in other ways.



PASSIVE
RECRUITMENT



NMCD
WEBSITE
VOLUNTEER
PAGE



ACTIVE
RECRUITMENT



PERSONAL
CONTACT



CULTIVATING BUY-IN



- Listen to prospective volunteers.
- Hear what they are passionate about.
- Discuss ways you can partner together.
- Respect their time.
- Listen and discern.
- Work to ensure mutual fulfillment and success.

RECRUITING WITHIN VOLUNTEER ORGANIZATIONS



"Volunteer leaders and volunteers
are the best advertisement we have."

"Human beings find satisfaction in helping
others, and when they do, they often like to
tell others and invite them to join them."

MAINTAINING ON-GOING ENGAGEMENT



- »» Rely on your staff to stay in touch with "boots on the ground" volunteers.
- »» Make it a priority to be in direct communication with volunteer group leaders to maintain engagement, disseminate information to their team, and cultivate support.

CHANGES AND CHALLENGES

- »» Remove barriers.
- »» Continually ask, "Is this the most efficient way of doing this while maintaining our standards and reaching our goals?"
- »» Strive to adapt to employing current technology.

EMBRACING VIRTUAL VOLUNTEER SERVICES

"Virtual volunteer services may open a whole other avenue for people to get involved with your agency or organization. This can be especially effective in rural areas where the volunteer pool is smaller."



OVERVIEW



Build on the base you have by maintaining ties, excellent communication, and careful listening.



Recruit volunteers who match your mission.



Use passive and active means to recruit volunteers but remember, nothing takes the place of personal contact.



Identify key leaders who can work with you and who will have maximal impact for you in the community.



The volunteers of the future will have to be reached, trained, and deployed differently than in the past. We must adapt and adopt new methods while maintaining our standards and reaching our goals.