



# Volunteer Toronto

Intermediate

# Preparing for Volunteer Fairs

## Resource Guide & Workbook

Compiled by Engaging Organizations Department

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## Using this Resource Guide & Workbook

The Preparing for Volunteer Fairs resource guide & workbook has been compiled by Volunteer Toronto to help community groups, non-profits and charitable organizations prepare for and attend volunteer fairs with good practices and tools to engage potential volunteers. It is important to remember that these are guidelines informed by best practices; you can adapt them to your situation as needed.

This resource guide & workbook features material from “See You at the Fair!” written by Lynn Fels and produced by the Volunteer Centre of Metropolitan Toronto in 1988.

## Preparing for Volunteer Fairs

**Volunteer fairs** are a common recruitment tactic for organizations looking to fill volunteer roles – they can be hosted by a variety of community agencies, including Volunteer Toronto.

This workbook is designed to help you be prepared for volunteer fairs of all kinds and ensure that you get the most out of the effort you put in to prepare for the fair. Volunteer fairs are a great way to recruit multiple volunteers at once and let a lot of people know about your organization's work.

The contents of this workbook are as follows:

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### What's a Volunteer Fair?

A volunteer fair is an event which gives organizations like yours the opportunity to recruit new volunteers and to explain your services and programs to the general public. At a volunteer fair, you'll have your own space (usually referred to as a "booth") to host your materials as well as opportunities to provide printed, visual, technological or other information.

Volunteer fairs are hosted by different kinds of community organizations, institutions and agencies, including:

- Community networks & agencies (TRIEC , The 519)
- Post-secondary institutions (York University, George Brown College)
- Businesses – for employees (KPMG, TD)
- Organization partnerships (Volunteer in Culture, CultureLink)
- Sector-serving organizations (Volunteer Toronto)

Volunteer Toronto has hosted and continues to host some of the following types of volunteer fairs:

- **Youth Expo**  
Large volunteer fair for high school volunteers
- **Seniors Fair**  
Small volunteer fair inviting organizations with roles ideal for senior volunteers
- **Grassroots Fair**  
Small volunteer fair showcasing volunteer-run organizations
- **Craft Your Change**  
Mid-size volunteer recruitment event (non-traditional fair) for high-skilled volunteers



Volunteer fairs can sometimes take different forms, such as more informal or casual environments where your "booth" might be a small table or even a chair. Others may be more formal and structured, with specific times when people will move through. This workbook will help you be better prepared regardless of the type of the volunteer fair – and help you reach the most potential volunteers.



## Definitions

### Host

The agency, organization, institution or network that is hosting and organizing the volunteer fair. Communication, planning and some promotion will likely be handled by the host. Usually, there will be one or two people serving as the primary leader of the fair for the host.

### Booth

The space you'll have at the volunteer fair and the presentation you put together for the fair. This may include videos, pamphlets, posters, photographs, flyers and more placed on a display table of varying size or height and/or backdrops, display cases or shelves. Hosts may provide chairs, power outlets, Wi-Fi access, tablecloths and more – or nothing!

### Site

The specific venue or location where the fair takes place, often not in the same facility as the host. The site may have certain rules around what you're able to have at your booth, locations of tables and client flow. The site will usually have their own staff person or volunteer for site-specific questions.

### Materials

The mix of presentation items you bring for your booth. Alongside promotion of your program and services, you may also include volunteer sign-ups. This also includes any technology you bring with you, like a computer or tablet device.



## Is a Volunteer Fair Right for You?

### Benefits of Attending Volunteer Fairs

There are numerous **benefits** to attending a volunteer fair that can help improve recruitment across your volunteer program. Along with engaging with new potential volunteers, a volunteer fair can help:

- Increase public awareness of the resources & services your organization offers
- Promote your organization and its work
- Celebrate volunteerism, especially in your organization
- Introduce you to other organizations for potential collaboration and partnerships
- Develop communication, organizational and promotional skills for your organization and the representatives present
- Informally showcase your volunteer program and how to get involved



### Challenges in Attending Volunteer Fairs

There are also a few **challenges** that can be anticipated, which may help you decide if you want to attend:

- Inadequate communication & promotion of the fair itself
- Lack of preparation and/or lack of preparation time
- Poorly designed site with confusing layout and/or misinformation
- Minimal assistance from host and site staff
- Malfunctioning equipment/technology, unstaffed booths, insufficient power outlets

All of these are issues that can be avoided, so make sure to get to know the host of the fair to make sure things will fall into place appropriately.



One of the most important benefits of a volunteer fair is to quickly receive applications – or interest – in programs or roles where a lot of volunteers are needed. If you only have one role to fill, a volunteer fair might be a waste of time and effort – but if you need multiple volunteers all at once or spread out over a period of time, then a volunteer fair might be right for you.

Use the checklist below to determine if you should attend a volunteer fair:

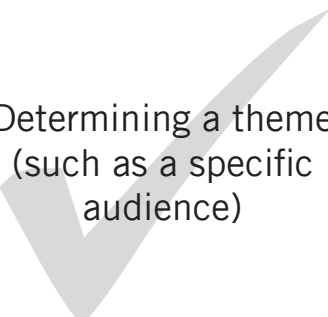
- Do you have multiple roles to recruit for?
- Do you have or can you easily create physical promotional material (poster, flyer, printed position descriptions) to bring with you?
- Is there a person or people available (including yourself) to attend the fair on the given date?
- Are you open to new external volunteer applicants?
- Do you have the capacity to screen the volunteers who apply or express interest at the fair?
- Is there a budget for takeaway or branded materials?
- Does the location and/or audience of the fair appeal to your volunteer recruitment needs?
- Are you willing to spend the entire time of the fair at your booth?

*If you checked off more than half of this list, then a volunteer fair is right for you! Read on to get prepared!*



## What to Expect at Volunteer Fairs

The host is responsible for a number of items in preparing for the fair and making sure it's ready for your booth and the potential volunteers who will attend. These include, but are not limited to:



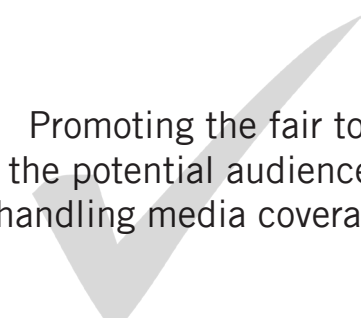
Determining a theme  
(such as a specific  
audience)



Finding a suitable site



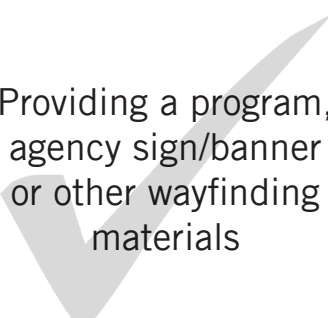
Securing organizations to  
be present at booths



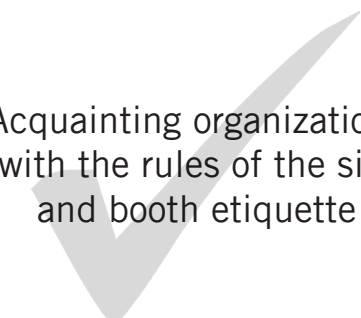
Promoting the fair to  
the potential audience,  
handling media coverage



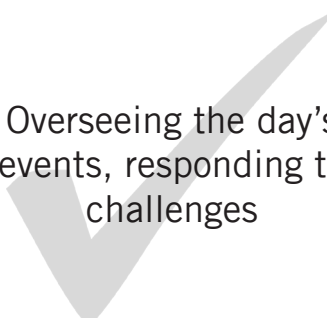
Recruiting volunteers to  
help with the fair



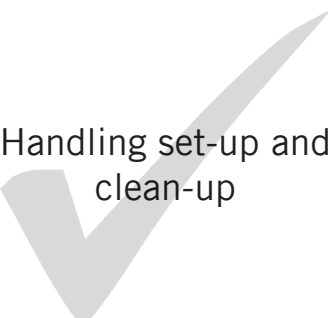
Providing a program,  
agency sign/banner  
or other wayfinding  
materials



Acquainting organizations  
with the rules of the site  
and booth etiquette



Overseeing the day's  
events, responding to  
challenges



Handling set-up and  
clean-up



When you arrive at the fair, here's what you can often expect – and what you can ask hosts about to ensure everything will be ready:

### **Your Booth**

Usually a table (can be a full or half rectangle or circle table, tall round table or other variation) with one or more chairs. The space around the table should be clear for you to place your presentation materials. In many cases, the back of the table will be facing a wall or the back of another table. If you have a technological component, keep in mind you may not be near an outlet and may need an extension cable or alternative power source.

### **Directory**

The host will produce a directory of the organizations present. Sometimes, this will include a map to help make it easier for you and attendees to find specific organizations. This is also useful to know if there's an organization doing similar work you can connect to, or potential new organizations to create partnerships. Your booth may also have a sign designed for the fair specifically to help people identify your organization.

### **Name Tags**

While you can bring your own branded and unique name tags, you'll often receive one specific for the fair to help with the uniformity of the fair. Wear the name tag while you're at the booth to make it easy for attendees and other organizations to identify you.

### **Central Location**

The host should inform you of a space where their staff/volunteer can be found if there are questions. This is also sometimes a location to store secure materials, but these should mostly stay with you. If you need some kind of assistance, the central location will usually be the “dispatch” space for staff and volunteers of the host, so you can relay messages there through volunteers and staff as well.

### **Food/Drink**

Most fairs won't provide food or drink to the agencies attending, but if they do they'll let you know beforehand or on the day of. Since you can't always expect this, you should bring your own snacks and some water as it might be a long day with few opportunities for a break! Learn more about what to bring on the next page.

## Materials, Activities, Signage & You: What to Bring

To be ready to make an impression on the volunteer, you need to consider all the items you'll need to have prepared. Here is a list of suggested materials, activities and signage you can bring.

Materials	Activities	Signage
<ul style="list-style-type: none"> <li>• Tablecloths and other decorations (they can even be related to your work, like frames for an art gallery)</li> <li>• Organization information: general flyers/posters, annual report, business cards</li> <li>• Role information: information about specific roles, volunteer program</li> <li>• Sign-up sheet and/or application forms (can be digital too, make sure to charge your devices)</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Enthusiastic energy to talk to people about your program!</li> <li>• Giveaways with contact information or your logo (pens, buttons, magnets, candy)</li> <li>• Contests to encourage sign-ups</li> <li>• A 30-second “elevator pitch” of who you are and what you’re looking for</li> <li>• Demonstrations of some of your work or items representative of your work</li> <li>• Interactive quizzes or other technology</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• A pop-up or table banner to make it easy to identify your booth (if there’s space)</li> <li>• (You usually won’t be able to stick things to walls!)</li> <li>• Instruction signs, such as “learn more here,” “sign up here,” or “win a prize!”</li> <li>•</li> <li>•</li> <li>•</li> </ul>

Don't forget to also bring **people!** Depending on the number of people expected to attend the fair, you may need more person-power to speak to all the potential volunteers and to staff your booth throughout the fair. Choose a volunteer or even multiple volunteers who might be a good fit for being an ambassador for your organization and helping to recruit more volunteers.

Use the checklist below to prepare all of your items to bring to volunteer fairs:

- Organization signage (pop-up, table banner)
- Tablecloth
- Booth decoration
- Application forms/sign-up sheet
- Business cards
- Giveaway items/candy
- Bowls for giveaway items and business cards
- General organization information: postcards, posters, brochures
- Role information: position descriptions, flyers, posters
- Additional signage as needed
- Tent/canopy/weather protection if outdoors
- Water & food for your representatives
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## Preparing your Booth

**Before you start planning what your booth should look like, take a moment to answer these questions:**

What are your objectives for attending the fair?

What types of attendees are expected, and how can your booth be attractive to them?

What information do you want to present to attendees?

What kind of display or presentation will best explain your services, programs and needs?

What can you do to grab attendee's attention? (Think giveaways, demonstrations, promotional materials)



## **Here are some suggestions about the materials you use at your booth:**

- Your literature should be visually & verbally interesting, simple and legible (but not boring!)
- Have your organization name in a visible location – above or in front of the booth if possible; use bold, colourful logos and titles to draw attention to graphics and signage
- When giving information about your programs, make your volunteers the focus and make sure you can answer questions about the roles – what is the role? Where will it take place? Etc.
- Offer a hands-on display of objects or equipment relevant to volunteer activities
- Make your booth visually attractive – colour coordination (use your organization colours), photos and audience-specific imagery can help; make your materials easy to access
- Don't crowd your display with too much – wording, pictures, graphics
- Use pictures or even video to showcase the program and volunteer activities

## **Here are some suggestions about interacting with attendees at your booth:**

- Ensure you choose staff or volunteers at your booth who are representative of your organization and will behave responsibly
- Booth staff should be experienced and well-informed, equipped to answer questions that arise
- Don't sit on the chairs that will often accompany your booth unless it's a slow period; interact with attendees in front of the table when possible
- Booth staff should acquaint themselves with the booth etiquette rules (page 12)
- Be friendly & approachable and let attendees know you're there to talk and answer questions!
- Think about what makes your organization special and make it the focal point of your booth – and attendee interaction with it
- Provide volunteers with something they can take away – from flyers and pamphlets to contact information and business cards
- If booth locations are not assigned, pick one that will be easily accessible and have high traffic

## Booth Etiquette

Most volunteer fairs have fairly consistent rules and guidelines for booth staff – use this list as a starting point and add your own to make sure you and any other representatives are prepared:

1. Welcome all visitors to the booth and listen carefully to their questions
2. Unless otherwise noted, there should only be one or two people at your booth
3. Do not socialize with friends while attendees are present
4. If you're using any multimedia sources, keep the volume at a reasonable level or bring headphones for attendees to use
5. While social media use during the fair is often permitted and encouraged, try to avoid checking your e-mail and using your cellphone too much, especially in front of attendees
6. Do not compete with neighbouring booths by interfering with their presentations or conversations, or trying to attract people from their booth in the middle of an interaction
7. Pay attention to the attendee and listen to their needs – they may not be a good fit for your organization so you don't want to take up too much of their time
8. Make sure you're ready to explain what your organization does and what you're looking for
9. Eat before you start in case it will be difficult to get a break amid the flow of attendees
10. Avoid eating near the booth at risk of getting your display messy
- 11.
- 12.
- 13.
- 14.

## Booth Examples

These organizations have provided booths at past volunteer fairs in Toronto and have provided information about how they set up their spaces and engage attendees.

### Habitat for Humanity Greater Toronto Area

<b>Planning</b>	<p>Determine:</p> <ul style="list-style-type: none"> <li>• The audience (youth, post-secondary, seniors) to decide what to bring</li> <li>• The purpose of attending – will attendees come to an info session or sign-up on the day</li> <li>• Key messages/statements</li> <li>• Location of the fair and amenities (power, tent, table, etc.)</li> </ul>
<b>Materials</b>	<p>Organization banner, branded tablecloth, clipboard for sign-up sheet, pens, takeaway information, business cards</p> <p>Extras: brand-related hard hat, tool box, hammer (caution for hammers depending on audience), volunteer t-shirt &amp; hat</p>
<b>Engaging Audiences</b>	<ul style="list-style-type: none"> <li>• Plastic brochure stand to help people see what is being offered</li> <li>• Interactive component: wood with nails for people to hammer in</li> <li>• Pens &amp; candies that can be given away</li> </ul>
<b>At the Booth</b>	<ul style="list-style-type: none"> <li>• Wear something identifiable to the brand</li> <li>• Stand in front of the table</li> <li>• Don't eat at the booth when possible</li> <li>• Avoid using cellphone at the booth</li> </ul>





### Toronto Public Library

<b>Planning</b>	<ul style="list-style-type: none"> <li>• Determine the audience and expected number of attendees</li> <li>• Identify nearest community hub or branch to share relevant program information</li> <li>• Prepare an “elevator speech” based on the audience of the fair</li> <li>• Determine space availability to decide what to bring</li> </ul>
<b>Materials</b>	<p>Branded tablecloth, volunteer brochure with general information on volunteer opportunities, unique volunteer opportunity profile (with responsibilities, requirements, contact info), program application form, local posters/publicity based on branch, “What’s On” information unique to the Library, stand-up board for information, signs &amp; pictures, banner for volunteer services &amp; organization, business cards</p>
<b>Engaging Audiences</b>	<ul style="list-style-type: none"> <li>• Providing information about local programs and services can start the conversation</li> <li>• Focus on the connection and share key pieces of information relevant to the potential volunteer (specific to roles instead of broad information)</li> <li>• Provide a lot of promotional information for volunteering to give attendees lots of options</li> <li>• Bright, colourful and engaging booth</li> </ul>
<b>At the Booth</b>	<ul style="list-style-type: none"> <li>• Take time to speak with potential volunteers who want more information or have questions</li> <li>• If there is a lineup or crowding, hand out business card to ask attendees to contact them</li> <li>• Create a personal connection for the conversation</li> </ul>





### Christian Horizons

<b>Planning</b>	<ul style="list-style-type: none"> <li>• Determine who the audience is to prepare accordingly</li> <li>• Consider specific role-related information that is needed, as well as organization-wide information</li> </ul>
<b>Materials</b>	Candies, business cards, pen & paper for sign-up, up-to date promotional information, clipboards, branded tablecloth, general information about the agency
<b>Engaging Audiences</b>	<ul style="list-style-type: none"> <li>• Make the application form/sign-in form simple and clear</li> <li>• Only ask for the limited details you need to keep people moving (and not hold up the line)</li> <li>• Ensure flyers &amp; posters are readable, diverse &amp; interesting – something that attendees might notice across the room</li> </ul>
<b>At the Booth</b>	<ul style="list-style-type: none"> <li>• Dress professionally to match the audience</li> <li>• Prepare for being friendly and outgoing to bring people to your booth</li> <li>• Have a lot of clipboards and make a space for people to be able to fill out the form or sign-up sheet to not crowd the booth</li> </ul>



*Booths from 2016 Volunteer Toronto Youth Expo*

## The Role of Technology

Using technology in your booth is becoming more common, but as mentioned earlier in this resource guide, outlets and Wi-Fi may or may not be available. If you're bringing a laptop or tablet, make sure it's fully charged and has its own internet connection if necessary.

These devices allow you to use different forms of multimedia – use this chart to determine which form might be right for you:

	Description	Application
Images or Slideshow	Photographs & graphics of programs, services and volunteer activities. Can be single images or a slideshow rotating through pictures. Helps to showcase your program and happy volunteers doing their role.	<i>Example:</i> Slideshow of recent volunteer appreciation event and programs with smiling clients & volunteers
Video	Promotional video about your organization and/or program. Videos of volunteer activities and past successes. More animated demonstration of the volunteers in action.	<i>Example:</i> Annual video showcase from festival, shows multiple aspects of the role and activity
Website	Your organization website and/or volunteer site/portal. Shows what volunteers can expect in navigating your online presence, using the volunteer space and more.	<i>Example:</i> Volunteer portal through your website, login to demo account to show it how it works (volunteers book their own shifts for example)
Interactive	Activity, app, game, quiz or other interactive element on your device that allows volunteers to connect more deeply with you and the program. Good way to assess technology knowledge needed, and also useful for contests or giveaways.	<i>Example:</i> Quiz or survey to assess if volunteer can meet the needs of the role.
Application Form	Digital or online application form or sign-up. Easy method to collect information and invite volunteers to apply on the spot. Determine if there's an option for people to apply "offline" without internet connection.	<i>Example:</i> Web-hosted sign-up sheet to make it easy to follow up with attendees after the fair.

## Recruiting at Volunteer Fairs

Recruiting volunteers at a fair should be just one step of your recruitment process. To be prepared for the fair and for the influx of new potential volunteers after the fair, make sure you follow these steps:

### 1. Plan your Role

Have you considered the specifics of what your volunteers will do? Answer these questions:

- What will they do it? – Determine the tasks and activities of the role
- When will they do it? – Consider what time of day, which day of the week, how frequently and for how long they'll do the role
- Where will they do it? – Identify where the role and its training take place
- How will they do it? – Determine any technology or skills needed to the role
- Why will they do it? – Why is a volunteer doing this role?

### 2. Write a Position Description

Writing a clear position description will help you make it clear who you are looking for and help potential volunteers understand the role fully. Ensure you have the following elements on your position description:

- A clear unique title for the role
- A brief description of the organization and its work
- The tasks & responsibilities of the role (don't include "other duties as assigned," list the specific tasks)
- The qualifications a potential volunteer should have
- Requirements you might need, such as a resume, references or police check
- Screening steps
- Training details, and
- Benefits

### 3. Consider the Audience of the Fair

Come to the fair with more than one role you're looking to fill – if you have a time of the year where recruitment increases, then attend fairs in advance of this time to reach out to more potential volunteers. Consider who will be at the fair – is it targeted to youth? Seniors? People with high skills? People with disabilities? Keep this in mind when you prepare materials – don't discuss roles that youth won't be eligible for if it's a youth focused fair, or focus exclusively on Board roles with very stringent requirements that very few people can apply to. Bring materials and design a booth that is ideal for the audience.



### 4. Bring the Right (& Enough) Materials

In most cases, you'll use a sign-up sheet for attendees to give you their information for a follow-up with more information about the volunteer roles or with the application form. If you do bring an application form, make sure you have space or clipboards for individuals fill them out in full. For all your materials, make sure you bring enough – if the hosts of the fair say there are 500 people registered and more potential walk-ins, then bring 750 copies of your materials!

### 5. After the Fair

Follow up with every volunteer who gave you an application form or contact information. Screen the applications before inviting individuals to the next step. If you provided clear, role-specific information, you'll likely get candidates who can meet the requirements of the role more closely. If you didn't provide specific information, it's possible that you get a lot of sign-ups from people who may have signed up at every booth – provide more information to make sure they're interested in applying, and to which role.





### Tips at the Fair

Along with hosting numerous volunteer fairs, Volunteer Toronto is present at dozens of volunteer and community fairs in Toronto throughout the year. Based on these experiences, we've produced these tips to help you prepare for volunteer fairs.

- People love things they can touch, smell, eat, interact with – how will you attract people to your booth?
- Be willing to move around and don't constantly sit or stay behind your booth – people engage more with representatives who are smiling and active around their booth.
- Come prepared with multiple roles to fill, or several options for volunteers within roles.
- Create a warm and inviting booth that people want to approach by encouraging conversation through question signs or games, having a neat and organized space and welcoming personnel and more!
- Bring something that will encourage people to talk to you, such as an activity.
- Create a budget for going to volunteer fairs so that you always have enough material and exciting additions when possible.
- Have enough stuff! Don't risk running out of materials and make sure you have back-up items if you do!
- Make your booth stand out – every organization gets the same table and chair(s), make yours something different and exciting.
- Colour coordinate your display and keep your brand consistent – even have representatives wear shirts or lanyards that match.



## Attendee Experience at the Fair

When people attend volunteer fairs, they may not know what to expect. Depending on the host, they may have a lot of information about what kind of and what specific organizations are present. In some cases, the booths and roles available are catered to the audience, as is the case for Volunteer Toronto's Youth Expo. Let's say a volunteer fair runs from 1:00-4:00pm. To give you a sense of the experience of attendees, we're going to look at Chen and Parsha's experiences at the fair:

### Parsha's Volunteer Fair Journey

12:45 p.m.	Parsha arrives early, eager to get started, and meets many other attendees in the entrance area, forming a line. Host volunteers and staff greet Parsha and gives her a list of organizations. For this volunteer fair, Parsha doesn't need to register, but for some attendees may need to fill out a paper or digital form.
1:00 p.m.	The fair begins and the first rush of attendees head inside. Because of the layout of the space, the first few booths are right near the door and the majority of attendees head there right away. Parsha has looked at the list of organizations and decides to find the one she's most interested in first. More often than not, attendees will move in the flow of the space, such as a circle, which can lead to crowding in some sections.
1:30 p.m.	By now Parsha has already visited a handful of booths and has decided to cycle back to the beginning of the space to follow the flow. The first few booths are quite busy again, and Parsha notices that they are showing videos – that's why the booths are so busy, everyone is staying to watch the whole thing. Parsha passes these by and finds other interesting booths.
2:00 p.m.	After going through and taking a look at every booth, and having a couple conversations, Parsha finds a few organizations she's never heard of but that definitely interest her and waits on the edges of their busy booths. While waiting, people from other organizations engage Parsha and welcome her to their booth, giving her more opportunities while waiting.
2:30 p.m.	Parsha has just about seen everything in the fair (depending on the size of the fair and number of booths, this could be much sooner or later, but usually attendees will stick around for about 1-1.5 hours). Before she leaves, Parsha decides to visit some of the booths with more interactive elements or giveaways so that she has something to take home with her. Parsha leaves, full of new ideas and having signed quite a few interest forms.

### Chen's Volunteer Fair Journey

3:15 p.m.	Chen arrives in the last hour of the fair. There's no line to get in, so he meet the greeters, receives the list of organizations and heads right into the fair. The space is not too busy, with fewer people crowding booths. Chen heads straight for the first few booths and sees the videos they're showing. He notices one of the booths has a blanks screen on their monitor; it looks like they ran out of power!
3:30 p.m.	Chen is starting to move around the space and notices a handful of empty tables. He looks at the list of organizations and realizes he can't find one of the booths he really wanted to check out. Asking a host volunteer, Chen discovers that organization has already left. Learning this, he cycles through the space.
3:45 p.m.	Knowing that the fair will be ending soon, Chen is making sure to go to any booth he might find interesting. A few more organizations have left, which puzzles Chen but doesn't keep Chen from finding good opportunities. A couple booths have run out of information to hand out, but he's still able to put his name down to be contacted. As he walks around, some organizations invite Chen to their booth to play a game or activity, so Chen obliges.
4:00 p.m.	Chen has seen almost everything he wants to. He wishes he had more time, but also realizes he came late in the fair. He notices many of the booths pack up quickly and he tries to talk to a few more before he leaves. Satisfied with what he was able to learn and the opportunities he's discovered, Chen leaves.





## After the Fair

On page 17, you can learn about where volunteer fairs fit in the recruitment process. As a recruitment and engagement tool, it's important to have a plan in place for after the fair.

### Next Steps

Right after you return from the volunteer fair, get a sense of how many materials you gave out – this can help you gauge overall interest and determine which materials are more successful and important. If you have any method of tracking how many people came to your booth, this information can help you determine if returning to this fair is worthwhile. Finally, put any collected information in the appropriate place – follow your personal information & privacy policy and digitize information or put forms in a secure location.

### Follow-Up with Participants

It's important that if you collect any information – whether via paper form or sign-up sheet or digital application – that you contact everyone. Depending on how much information you collected, you could begin the screening process, but it's important that even if you decide not to continue with a candidate you met at the fair, that you still follow-up thanking them for their interest. This will increase connections with your organizations and promote the development of good relationships.

For volunteers who have only provided contact information, you should screen them the same as any volunteer that may find a role. Lead them to your formal application and/or more information about the role they're interested in, and begin the process from there.

### Evaluation of your Presence

Create a method to evaluate the success of the fair – were you looking for a certain number of applicants? Where you hoping to spread the word about your organization? Do you think the fair was a success? You can use a self-assessment tool combining your actual experience along with the metrics discussed in “Next Steps” above.

The host of the fair may also provide an evaluation form to determine the success of the fair in general. If the fair is themed or audience-specific, a lot of their evaluation will likely focus on this. This is a great opportunity to provide any and all feedback on the experience, such as “booth location was bad” or “a new venue with more space would be ideal.” Hosts may also want to know how successful the fair was for you, perhaps following up a few months later to see how many, if any, volunteers you recruited thanks to the fair.

*On the next page, you'll find a sample self-evaluation of volunteer fair performance.*

## Evaluating Volunteer Fair Presence

Volunteer Fair Name & Date:

Materials

Business Cards Prepared:		Business Cards Taken:	
Organization Info Prepared:		Organization Info Taken:	
Role Info Prepared:		Role Info Taken:	
Promotional/Giveaway Prepared:		Promotional/Giveaway Taken:	
Other Prepared:		Other Taken:	

Number of booth visitors:

Number of sign-ups/forms:

Number of other information receive (if applicable):

*General thoughts on attending this volunteer fair:*

Was this a good use of time?

Would you recommend returning to this fair?

Notes and ideas for next time:

**Follow-Up:** How many volunteers did you get from this fair?

# Volunteer Toronto

## Preparing for Volunteer Fairs

### Resource Guide & Workbook

## Next Steps

To continue your volunteer management journey, there are a number of other workbooks created by Volunteer Toronto to assist you every step of the way:

### Basic

- Planning, Recruiting & Selecting
- Training, Supervising & Supporting
- Evaluating, Retaining & Developing
- Engaging Group Volunteers
- Professional Development for Managers of Volunteers
- Measuring Impact of Volunteer Programs

### Intermediate

- Planning for Volunteer Involvement
- Volunteer Recruitment
- Volunteer Selection
- Training & Orientation
- Volunteer Retention & Recognition
- Volunteer Supervision

### Advanced

- Accessibility and the AODA
- Giving Volunteers Feedback
- Short Term Volunteers
- Long Term Volunteers
- Volunteer Boundaries & Dismissal
- Volunteer Handbook Sample
- Volunteer Communities & Mentorship

Check out our [Online Learning Centre](#) for a variety of courses to further enhance your learning and improve your practice.

This Resource Guide & Workbook has been compiled by the Engaging Organizations Department of Volunteer Toronto, Copyright 2017

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