



## New Adventures in Volunteer Recruitment

*Here are two useful guides for volunteers and the nonprofits who need them.*

BY TERRENCE FERNSLER

### ***How You Can Help: An Easy Guide to Doing Good Deeds in Your Everyday Life***

By William Coplin, PhD. 260 pages. Softcover. New York: Routledge.

**T**his book is a potent reminder that there are many people who want to help and a multitude of ways for them to do so. The challenge is to match their talents and resources to your organization's needs.

William Coplin is effective in explaining how people can do the most good for their community. He describes a variety of ways people can give—as consumers or investors, as students or retirees, through family life or the workplace. He shows how people can use their skills to solve social problems and create change, whether by working with existing organizations or forming new ones, in their spare time or daily life.

Throughout the book, Coplin gives living examples of people who do good, whether it's by spending a few hours a week volunteering, contributing a percentage of their income, or devoting their entire lives to helping others. There are examples for all levels of commitment here.

Why is it important to read this book? It highlights the benefits of being flexible enough to encourage all kinds of people to help your organization in all sorts of ways. Understanding the resources, needs, and desires of volunteers and donors will help you target them for the good of your organization and its mission.

### ***The Back Door Guide to Short-Term Job Adventures***

By Michael Landes, 328 pages. Softcover. Berkeley: Ten Speed Press.

**H**ave you ever wondered how organizations are able to attract volunteers and use them effectively? If so, here is the answer. If you can think creatively, this book will help you come up with many new ideas.

In this comprehensive guide, Michael Landes helps prospective interns and volunteers decide what they want to do, gain the experience they need, and find the right organization. This is all information you can use to provide fulfilling opportunities for your volunteers. You will learn how other organizations use these jobs to increase efficiency and productivity. You will also see what prospective interns and volunteers expect.

Over 500 organizations are profiled. There are opportunities for all ages and life cycles—beginning a career, changing a career, or entering retirement. There are adventures for the short term (as little as one week) and long term (up to two years).

This is certainly the book to have if you're looking for a new adventure. It can also serve as a catalyst to re-energize your intern and volunteer programs.

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