

Abstract

There are many benefits of volunteering including helping those in need, supporting the community, reducing personal stress, achieving a sense of purpose, reducing personal depression, and connecting with others on a personal level (Segal & Robinson, 2018). When working on a project that promotes volunteerism, it is essential to understand the needs of the organization and the community in order to promote community health and well-being. The purpose of this project is to promote volunteerism for a private, faith-based, non-profit, charitable organization that provides free healthcare services, community food pantry, and housing for displaced community members serving Winnebago County.

The goal of the organization of focus is to decrease healthcare disparities by offering services to adolescents, adults, and families aimed at promoting successful outcomes that will enable individuals to be productive members of society. It is not enough to provide emergency shelter to those in need; it is essential to provide education on life skills, emotional support, and assistance with job finding to assure future success, and to limit the possibility of needing such services in the future. Education, counseling, resume writing, and job assistance are just a few of the services offered to those seeking shelter within this organization. In addition, the free clinic supports the overall health of the community by offering healthcare access for minor complaints that may otherwise be brought to emergency care centers, and adversely increases healthcare costs. As the organization continues to grow in size promoting God's work, so does the need for volunteer staff. Thus, establishing a means to reach out to volunteers that goes beyond word-of-mouth is essential. Through this project, a systemic plan for active recruitment and outreach provided an organized approach for attaining new volunteer help.

Through this project, the DNP student reached out to local colleges, universities, and churches to promote volunteerism within the organization of focus with a goal of achieving a 25% increase in volunteer staff. Through this outreach project, this goal was exceeded; however, the outreach project itself was not without its flaws. While the results of this project were successful, to sustain this success will require additional persons who are actively involved in continual outreach within the community.