# **True Purpose**

Knowing the true purpose an organisation exists is crucial when considering recruiting volunteers. Sometimes the reason why an organisation exists gets lost in the rush to engage volunteers; so what is the true core thing that your organisation does – why does it exist? What is the need that it addresses and how will this need be met by volunteers?

Using the mission and vision of your organisation, sporting group or club, uncover the true purpose of why it exists. Once this has been established, you can develop a recruitment campaign.

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