

Volunteer Engagement

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Goals of the Workshop

THE THREE R'S OF VOLUNTEER MANAGEMENT

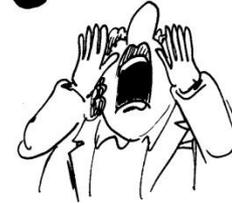
Recruitment

Retaining

Recognizing

Before Recruitment

Volunteers!



- * Creating work with **IMPACT!**
- * “Anyone can do this” vs. Volunteer Engagement
- * Creating specific roles that attract volunteers with specific skills

Connecting People to Their Passion

The most successful volunteer is someone whose volunteer position matches their passion.

Make a connection between your organizations needs and the individuals passion.

Volunteering also allows individuals to discover what their true passion is.



Activity

TELL YOUR STORY

You are going to make a difference this way...

Join us in the movement to change this...

Our community needs you to...

Methods of Volunteer Recruitment

- * Warm Body Recruitment
- * Targeted Recruitment
- * Concentric Circles Recruitment
- * Social Media and Online Volunteer Matching Sites

Warm Body Recruitment



- * Distribution of brochures
- * Posters
- * Speaking to Groups
- * Notices in appropriate media
- * Word of Mouth

Targeted Recruitment

Targeted recruitment involves a planned approach to smaller audiences.

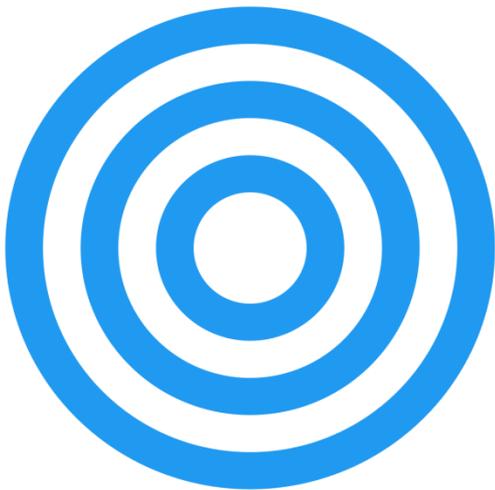
A targeted volunteer recruitment campaign involves asking four questions.

- * WHAT
- * WHO
- * HOW
- * WHAT



Concentric Circles Recruitment

This recruitment method requires volunteer managers to identify individuals who are already in direct or indirect contact with the organization.



- * Clients, their families and friends
- * Alumni of the program
- * Friends of current volunteers and/or staff

Social Media and Online Volunteer Matching Sites

The use of online recruitment has soared in recent years. If you are not using social media or an online volunteer matching site you may be missing out on potential volunteers!



- * Social Media Platforms
- * Volunteer Match (<http://www.volunteermatch.org/>)
- * Idealist (<http://www.idealists.org/>)
- * All For Good (<http://www.allforgood.org/>)

What works for you?

Recruitment

Group Discussion

BREAK

“Volunteers do not necessarily have the time; they just have the heart.”

~Elizabeth Andrew

It doesn't matter how people get through the door... they will stay because they believe in the difference they are making.



Retaining Volunteers

- * Provide Opportunities for Learning and Development
- * Creating a Culture of Appreciation
- * Provide data about their impact
- * Manage conflict, don't avoid it
- * Ask for feedback
- * Be flexible
- * Volunteers love SWAG and food!



Volunteer Recognition



Taking the time to properly thank members for their contributions can motivate them to do even more great work for your community. But saying thanks and recognizing your dedicated helpers for their time and talents should go beyond an end-of-year appreciation luncheon.

Recognition Tips

- * Be personal
- * Be timely
- * Be comprehensive
- * Be reasonable



What works for you?

Retention & Recognition

Group Discussion

THANK YOU!

As a volunteer leader, it's you who help make a change in our communities. You can encourage your volunteers, engage and motivate them to grow, and become a source of inspiration!

Volunteer Management Success Kit

- * A Rubber Band... to remind you to stay flexible
- * Smarties... because you are smart
- * Post-It Notes... to keep the communication flowing
- * Paperclips... to keep you organized
- * A Teamwork Quote... because teamwork is so important
- * A Pencil... to write down your ideas

Questions/Comments/Ideas

