#### Managing Volunteers

Neighborhood College



#### Recruitment

What motivates? What needs does the volunteer have? What opportunities do we have? What messages?





#### Recognition

How will we demonstrate appreciation both formally and informally?



#### Retention

What does the volunteer need to stay connected? What support do volunteers need?

# Why Do People Do It?

- They were asked to by someone
  - One study reports that 85% of people asked to volunteer do so...
- An organization they are affiliated with is participating
- A family member or friends will benefit

### Recruit Volunteers

Recruitment should not be seen as a process of persuading people to do something they don't want to do. Rather, it should be seen as the process of showing people they can do something they



# **Know Yourself**

- Do you understand your Organization's
  - –History
  - -Culture
  - -CAUSE

# What is your need?

- What are all the different positions you could use volunteers for?
- What skills and/or interests are appropriate?
- How will volunteers contribute to your mission and goals?
- Are we open and friendly?



- #1 ask!!!
- Post your opportunity on a community website
- Use social media
- Post on a volunteer website
  - www.makeadifference.org
  - Volunteermatch.com
  - Idealist.org

### Other Places to Post

- Parks
- Colleges
- Non-Profits
- Bus stations
- Shopping malls
- High Schools
- Online
- Local businesses



## Retention

- Recruitment
  - The solution to the problem
- Retention
  - The way to avoid the problem altogether



# How to keep them

- Motivation
- Engagement
- Reflection



# Motivation

- Be prompt
- Be thorough
- Use their name often
- Call, text or email
- Snacks & Beverages
- The more the merrier
- The right tools
- They must be needed

# Engagement

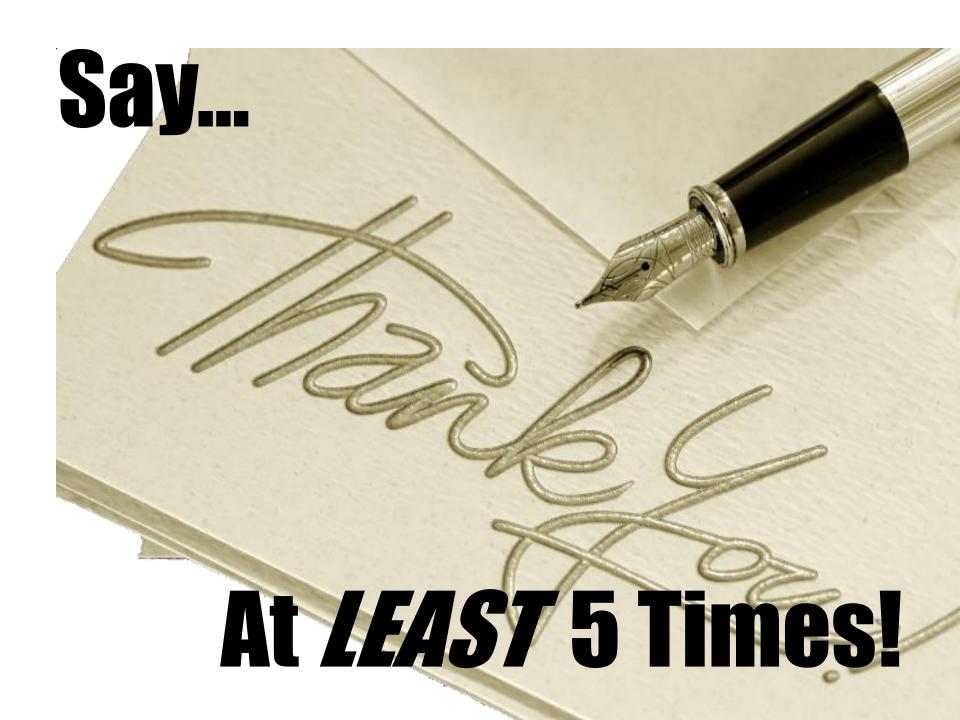
- Be prepared!
- Orientation
- Make sure everyone is engaged
- Everyone has a role
- Communicate



## Reflection

- After the project or event
- Recap
- Encourage feedback
- Evaluate
- Say thank you
- Highlights





# Recognition

- Informal
  - Immediate praise
  - Recognize
  - Be specific
- Formal
  - Awards
  - Certificates
  - Special event



#### 8 Rules of Recognition

- Give it frequently
- Give it honestly
- Use a variety of methods
- Recognize the person, not the work
- Acknowledge the achievement
- Be Consistent
- Do it in a timely manner
- Recognize for what you want more of

### Celebrate Your Success

 Organize a neighborhood party, large or small to celebrate your work and to plan for future events



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