



Finding and Keeping Great Volunteers

Presented by:
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Session Overview

- Welcome and Introductions
- Elements of Volunteer Program Management
- Understanding Volunteer Motivation
- Creating Strategic Position Descriptions
- Recognizing and Supervising Volunteers
- Reflection and Wrap-up

Icebreaker: Getting to know you

- Form table groups
- Share:
 - Your Name
 - Program
 - What do you hope to get out of this workshop
 - Something surprising about you

Recruiting and Retaining Good Volunteers Requires...

- Figuring out what's in it for the volunteer
- Matching the right volunteer with the right position
- Carefully planning and managing your volunteer program

Elements of Volunteer Program Management

- Create a plan for your volunteer program
- Recruit and place volunteers
- Orient and train volunteers
- Supervise and recognize volunteers
- Evaluate your volunteer program

Create a Plan for Your Volunteer Program

- Conduct regular needs assessments
- Stay current on the trends in volunteering
- Assess volunteer positions on a regular basis
- Write position descriptions for all volunteer duties
- Build a team of staff and volunteers to guide & support your volunteer program

Activity: History, Culture & Cause

- Open your guidebook to page 15
- Spend 4-5 minutes quietly reflecting about your volunteer program and answering the outlined questions
- Find a partner and briefly share your organizations history with volunteers
- Report out

Recruitment Basics

- Volunteers give their time only if they are motivated to do so
- Recruitment is the process of showing people they can do something they already want to do

Activity: Volunteer Motivation

- Complete motivational assessment
- Score your motivation assessment with the motivational assessment key
- Wait for instruction

Creating Strategic Position Descriptions

- Figure out what's in it for the volunteer and craft a volunteer friendly message
- Clearly define volunteer's roles and responsibilities
- Determine the best person to supervise the volunteer
- Outline benefits to volunteer
- Template – Page 17

Recruitment Strategies

- Examine the positions to be filled:
 - Who will be qualified and interested?
 - Who will be able to meet the time commitment?
 - Where will you find these people?
 - What motivates them to serve?
 - What is the best way to approach them?

Recruit and Place Volunteers

- Understand volunteer motivation
- Strategically define position descriptions
- Implement a recruitment plan (page 18)
- Create a screening process for volunteers
- Place volunteers in the right positions

Recruitment Tips

- Make staff aware of volunteer opportunities
- Integrate volunteer management skills into staff training
- Use surveys to find out volunteer interest
- Use a team captain approach when recruiting large numbers of volunteers

Orient and Train Volunteers

- Determine the needs of volunteers related to their position
- Determine the needs of the organization related to the volunteer's position
- Write learning objectives to address the needs
- Organize orientation training for volunteers
- Organize in-service training for volunteers

Supervise and Recognize Volunteers

- Organize supervision and management activities to support the work of the volunteers
- Assist staff in understanding techniques to work effectively with volunteers
- Develop a recognition plan
- Implement the recognition plan

Tips for Volunteer Supervision

- Orient new volunteers
- Make sure your training is consistent with your desired outcomes
- Give ongoing coaching and support
- Support and train your staff for working with volunteers
- Frequently check in with your volunteers

Evaluate your Volunteer Program

- Develop a plan to evaluate all aspects of the volunteer program
- Use known standards to assess the program
- Use the results of the evaluation in the planning the volunteer program for the next year

Recognizing Volunteers

- Makes volunteers feel valued and appreciated
- Can take many forms
- Should be matched to volunteer
 - By motivation type (achievement, affiliation, power)
 - By volunteer type (long-term, short-term)

Activity: Recognition Round Robin

- Divide into groups at the flip-chart stations around the room
- Brainstorm creative methods of recognizing volunteers and record them on the flip-chart
- At the signal, rotate to another station
- Review the items on the list and brainstorm new ideas to add to the list

Rules for Recognition

- Recognize . . . or else
- Give it frequently, honestly, consistently
- Use a variety of methods
- Recognize the person, not the work
- Give it on a timely basis
- Give it in an individualized fashion
- Give it for what you want more of

Reflection Activity

- Spend a minute or two quietly thinking about today's session
- What is 1 thing that resonated with you?
- Identify 1 action step you will take as a result of the training?
- Share

Closing

- Session evaluation
- Wrap-up

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