

## Recruitment and Retention a Volunteer Management Mini Boot Camp

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## Objectives

- \* Learn strategies and techniques used to recruit volunteers in Tallahassee
- \* Learn techniques used by successful volunteer managers to retain quality volunteers

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## Champion the Mission/Vision

- \* Know Your Mission and Vision Statements
  - \* Place the organization first
  - \* Keep the vision before volunteers
  - \* Create a Volunteer Program purpose statement

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## Volunteers **are** Your Customers

Engaged Volunteers, are the Product of a Successful Volunteer Program.

- \* Listen to the volunteers
- \* Return correspondence promptly
- \* Deal with problems promptly
- \* Don't make promises that you cannot keep
- \* Remember that the volunteers are the reason you are there, not an interruption

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## Business Customer Service Principles

- \* Prompt service
- \* Convenience
- \* Convenient store hours
- \* Accurate product information
- \* Great prices
- \* Friendly store personnel
- \* Free, fast delivery
- \* No-questions-asked return policy
- \* No “bait-and-switch” sales
- \* Providing good consumer information
- \* Complaints department that does more than file complaints in the trash
- \* Attentive store staff
- \* Little “bonuses”, like lots of parking, access to buses, clean bathrooms, child care, refreshments, etc.
- \* No high pressure sales staff

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## Recruitment is the EASY Part

- Television and radio
- Volunteer Centers
- Campus student placement office
- Billboards
- County/Municipal recreation centers
- Special Publications
- Outreach
- The personal ask
- Newspapers
- Social Media
  - Website
  - Online Volunteer Resource Centers
  - Facebook
  - LinkedIn
  - Blog/Podcasts
  - Twitter

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## Recruitment in Tallahassee

- ※ **VolunteerLEON, Leon County Volunteer Center**
  - ※ Get Connected
    - ※ Free service to help non-profit organizations recruit volunteers
- ※ **Universities**
  - ※ Florida A&M University – Lynette Boatner
    - ※ Annual Involvement Fair –August 26, 2016 10am-3pm
  - ※ Florida State University – Steve Mills
    - ※ Center for Leadership & Social Change
  - ※ Tallahassee Community College – Ryan Rogers
    - ※ Student Leadership, Involvement and Civic Engagement (SLICE)

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## Group Activity

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## Create A Recruitment Plan

- \* Develop a Recruitment Plan that is ongoing
- \* Find people to help you with the management
- \* Steps:
  - \* Identify your needs
  - \* What resources are available to market needs?
  - \* Develop strategy for reaching out to target audience
  - \* Develop a timeline for implementation
  - \* Be ready to interview!
  - \* Evaluate the process

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## Retention is Intentional

### Reverse the Thought Pattern

It's not what Volunteers can do for you that keeps them coming back....

It's what you can do for them!



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## Why Do People Stop Volunteering?

### # 1 Reason

They felt their skills and time were not well utilized.

Over one-third who volunteer one year, do not donate their time the next year.

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## What Makes Volunteers Stay?

- \* Awareness of what motivates and leads each one to feel satisfied with the time he or she donates
- \* Knowing their current skills but also what skills he or she wishes to develop through volunteer activities.
- \* Personal Growth- whether it be professional or social
- \* Working with clients- feeling, seeing results
- \* Sense of challenge
- \* Recognition and rewards

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## What Makes Volunteers Leave?

- \* Poor orientation and training
- \* Poor communication
- \* No attention to interpersonal relationships
- \* Being given unequal work or less opportunity
- \* Level of disorganization within an organization, sometimes leading to a perception of wasted time, money, or energy.
- \* Appearance office/workspace

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## Adjust your Thinking Shift the Focus to Volunteer Retention

- \* If only we had more volunteers!
- \* If only we had more volunteers...it would solve all our problems!
- \* Our services have increased and our volunteers are decreasing!
- \* Greater competition for volunteer resources means we have to be the best in recruitment!
- \* Recruitment is our real issue; that's why we are targeting youth and baby boomers!
- \* Our retention issues will be solved when we can get enough volunteers recruited!

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## Growing Retention

**Seed:** Set clear goals

**Plant:** Communicate openly

**Nurture:** Build trust

**Weed:** Hold everyone accountable

**Harvest:** Volunteer engagement and satisfaction yielding greater results

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## Retention Strategies for

### "Today's Volunteers."

- \* See volunteers as customers
- \* Understand and meet people's needs
- \* Be a matchmaker
- \* Set people up for success
- \* Designate a volunteer resource professional
- \* Maintain a positive organizational climate
- \* Welcome diversity
- \* Be flexible
- \* Don't burn people out
- \* Recognize contributions

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## Habits of Effective Supervisors

- \* Spots and addresses shortfalls before they grow into problems.
- \* Addresses performance issues &
- \* Catches majority of concerns before they develop into disciplinary nightmares.

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## Consequences of Poor Supervision

- \* Volunteer retention
- \* Volunteer performance
- \* Volunteer well-being
- \* Staff buy-in and expectations
- \* Agency effectiveness
- \* Clients
- \* Agency image

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## Guide and Support Volunteers

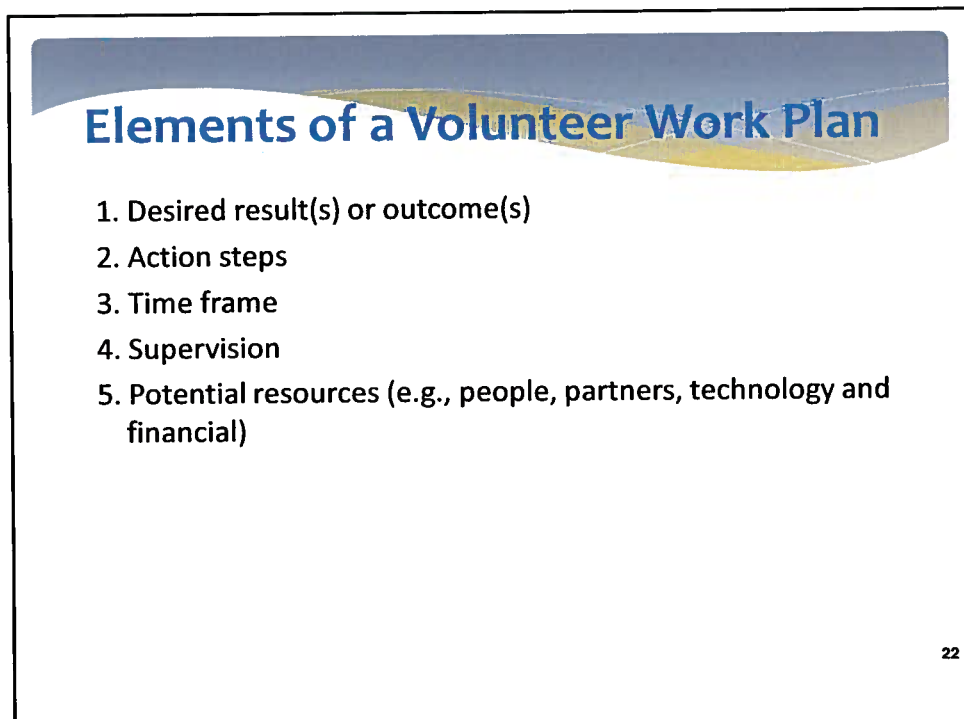
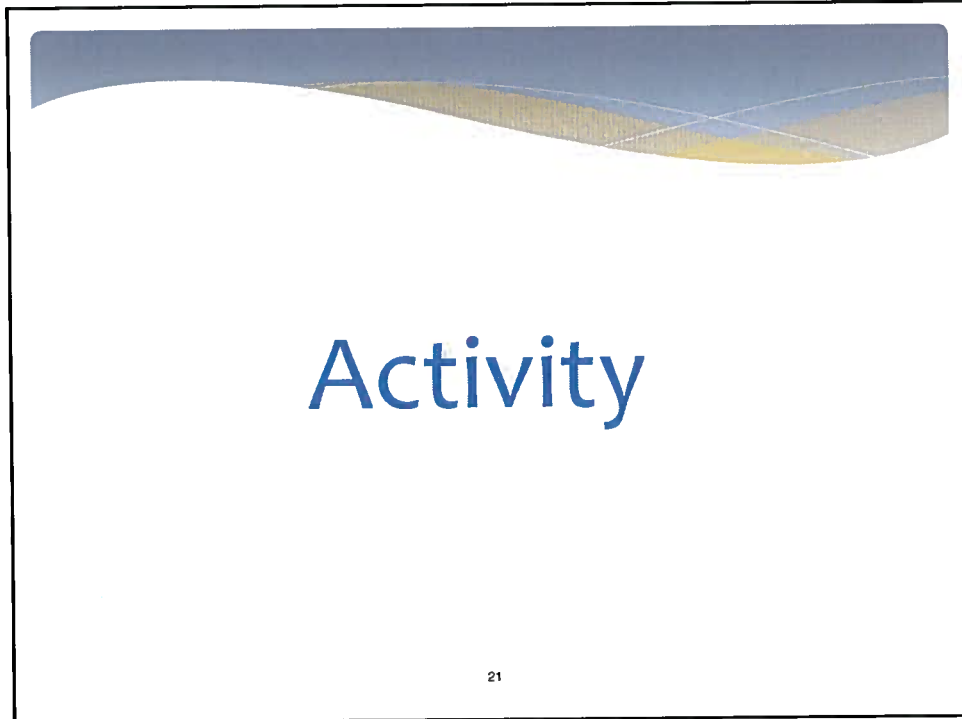
- ❖ Take care of the person, not the task.
- ❖ Provide guidance the way that works for the volunteer.
- ❖ Reduce wasted time and repetition
- ❖ Anticipate volunteers needs, reach out to volunteers at optimal moments
- ❖ Support, don't control, volunteer efforts; control stifles enthusiasm.
- ❖ Everyone is different and all have their own preferred supervision style.

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## Volunteer Work Plan

- ❖ A visual tool that outlines the volunteer's responsibilities and helps you manage his or her volunteer workload and performance.
- ❖ Creating a work plan will help you
  - ❖ Generate clear outcomes
  - ❖ Create an agreed upon project time frame
  - ❖ Manage the expectations of your volunteers
  - ❖ Clarify standards for success
  - ❖ Manage the overall volunteer experience

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## Time Frame, Supervision & Resources

- \* Time Frame – Outline when the volunteer should initiate a task and when should the task should be completed
- \* Supervision – How often the supervisor should meet with the volunteer
- \* Resources – What resources does the volunteer need to be successful

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Recognition

=

Retention

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## Purposeful Recognition

Leaders who recognize employees' talents and contributions in a positive manner experience:

- \* Lower turnover rates
- \* Enhanced business results

VOLUNTEERS ARE NO DIFFERENT  
THAN EMPLOYEES

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## Leadership Basics

- \* Goal-setting
- \* Communication
  - \* Trust
- \* Accountability

Great leadership management adds recognition to the basics of leadership- Recognition is the **accelerator!**

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## Recognition Tips

- \* Provide structure
- \* Make sure volunteers are doing work that is meaningful to them
- \* Create a positive environment
- \* Invite volunteers to participate in decision making.
- \* Promote volunteers to other roles that take better advantage of their talents (i.e., volunteer ladder)
- \* Let the volunteers know about the outcomes from the program
- \* Ask volunteers for feedback
- \* Provide professional development opportunities
- \* Recognition is everyone's responsibility

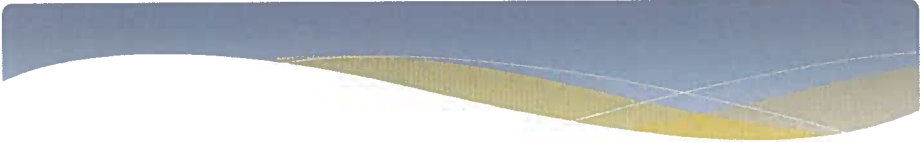
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## Volunteer Recognition Ideas

- \* Highlight a volunteer on your website
- \* Engage senior staff to send a thank you note to the volunteer
- \* Submit a letter to the editor
- \* Secure a proclamation from your governor or mayor to honor a special volunteer
- \* Give volunteers a framed photograph from the service event




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# Activity

What will you do as a result of things learned in today's session?

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# YOU ROCK!

Thank **YOU** for all that you do on behalf of our community!

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## One For the ROAD

The Titanic was built by professionals...

Noah's Ark was built by VOLUNTEERS