Successful Strategies

for

Recruiting

,

Training

&

Utilizing

Volunteers

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Volunteers Make

Nonprofits Possible

For just the year 2012:

National volunteer rate was 26.5%

64.5million volunteers donated7.9billion hours

Value of volunteer service was 175 billion dollars

From www. volunteeringinamerica.gov/national

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Overview of Today’s Topics

Steps in Recruiting Volunteers

Before Going Out to Recruit

Targeted Recruiting is Effective Recruiting

Overview of Today’s Topics

Orientation &Training for Volunteers

Difference Between the Two

Why You Need Both

What to Include

Overview of Today’s Topics

Utilize &Retain Your Volunteers

Help your volunteer understand how her role

relates to…

Thank &thank again!

Are You Ready for Volunteers?

Before Recruiting Volunteers:

Assess Your Organization & how it will utilize volunteers being

recruited

What tasks/roles would be good for potential volunteers

What skills & knowledge do volunteers need to take on

potential tasks/roles

Volunteer programs are notfree, even though you don’t pay

their salaries

Who is responsible for the volunteers, what will be the costs

associated with volunteers

http://

http://www.serviceleader.org/leaders/recruitingsub/tips#3

www.serviceleader.org/leaders/recruitingsub/tips#3-

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Recruiting Volunteers

Once Ready to Recruit:

Targeted Recruiting is Effective Recruiting

Develop a recruitment message that ‘sells your program’

Recruitment is all about relationships–who do you know out in the

community

Think of everyone connected to your program as an assistant recruiter

Current volunteers can be your most effective recruiters

Take the time to establish relationships with the most promising agencies &

businesses

Post your volunteer needs on local volunteer clearinghouse

Once You Have Volunteers

-

They Need

Both

Orientation

&

Training

Difference Between Orientation &Training

Orientation introduces the volunteer to your organization,

it’s the more formal welcome

Training prepares the volunteer for the job

Take the time with both to welcome your volunteers, need

to be received like guests &shown around the organization

If you look unprepared &unwelcoming, the new recruit might

walk right back out that door

Volunteer Orientation

What Information Should Be Included in Orientation?

Description of your organization's programs, the community

you serve

History &Structure of your organization

What is expected of the volunteers, including a general

overview of the jobs

Explanation of your organization's policies &procedures

Tour of the facilities &emergency procedures

Volunteer training schedule

Written orientation materials (should supplement, not replace

face-to-face orientation)

Volunteer Training

Typically Tries to Teach 4 Things to New Volunteers

What to do: What is expected of them as new volunteers,

what will their responsibilities be

How to do it: Explaining how volunteers can best accomplish

their tasks, giving time for hands on learning whenever

possible

What not to do: Are there certain things volunteers are not

allowed to do?

Explanation of your organization's policies & procedures

Utilizing Volunteers

Effectively Utilizing Volunteers

Ask volunteers to help in specific, actionable ways

Volunteer’s tasks &procedures are clear from the start

Qualifications &expectations mutually understood

Project description created &presented

Project length &milestones defined up front

Provide consistent point of contact for the volunteer

Retaining Volunteers

Retaining Your Volunteers!

Stay connected &make sure communication channels go

both ways

Be ready to listen to volunteers

Show your volunteers how they made a difference

Build a sense of community among your volunteers

Make your volunteers feel needed &appreciated!

Wrap up

Volunteer Programs Need Preparation &Maintenance

Plan Before Starting a Volunteer Program

Check in often with your volunteers

Say thank you often & in different ways!

Many benefits of volunteers far outweigh the

investment

Questions ?

Acknowledgments

Community Tool Box , (2013)

Independent Sector's Value of Volunteer Time, (2012)

Providing a Sense of Control to Volunteers, Steve McCurley &

Rick Lynch, (2005)

Recruit, Train, Retain, Business Volunteers Unlimited and

Volunteer Central, (2011)

Volunteering & Civic Engagement in the United States ,

Volunteeringinamerica.gov, (2012)

Resources

Center for Nonprofit Excellence

https://www.cnpe.org

Phone: (502) 315-2673

Kentucky Nonprofit Network

https://kynonprofits.org/

Phone: (859) 963-3203

Kentucky Commission on Community Volunteerism and Service (KCCVS)

http://chfs.ky.gov/dfrcvs/kccvs/

United Way of the Bluegrass Volunteer Center

http://www.uwbg.org/volunteer

Metro United Way's Volunteer Connection

https://volunteer.truist.com/muw-3/volunteer/

Volunteer Match

www.volunteermatch.org