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%
- 64.5 million volunteers donated 7.9 billion hours
- Value of volunteer service was 175 billion dollars

From www.volunteeringinamerica.gov/national
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
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 not free, even though you don’t pay their salaries

- Who is responsible for the volunteers, what will be the costs associated with volunteers

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

- 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)


Providing a Sense of Control to Volunteers, Steve McCurley & Rick Lynch, (2005)

Recruit, Train, Retain, Business Volunteers Unlimited and Volunteer Central, (2011)

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