

Successful Strategies for Recruiting, Training & Utilizing Volunteers

Webinar Presenter:

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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

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 **not** free, even though you don't pay their salaries
 - Who is responsible for the volunteers, what will be the costs associated with volunteers

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