



Attracting & Retaining Volunteers

Volunteer Hub Workshop Series
Peace River Municipal Library
October 14, 2017

What we will cover today...

- Identify methods to attract volunteers
- Discuss the difference between attracting and recruiting
- Discuss the importance of target markets
- Define Non-profit Marketing
- Brainstorm Non-profit Marketing techniques
- Discuss volunteer turnover
- Share tips to decrease turnover
- Identify methods to retain volunteers

Attract Volunteers



Question Period 😊

- How many volunteers do you currently need ?
- How many volunteers have you attracted to fill these roles in the last 3 months?

What do you “Attract” with?

- Mission Statement – the organizations purpose/product/service
- Vision Statement – desired future state
- Core Values – the words we live by
- Formulated as a group (with a Board, Leadership)
- Everyone needs to buy into it, walk the talk, so it can work

Learn more in Workshop #3

Building a Volunteer Culture on Nov 18 😊

Attract vs. Recruit

Attract

- Draws many people
- Planning for a variety of roles
- The plan is continually doing the work for you
- Requires continuous updates/communication
- Everyone is responsible

Recruit

- Draws one person
- Planning for a specific role
- There is a Start/End
- Requires more time/energy/\$\$\$
- Hiring Committee is responsible

Who is your target market?

- The one you want to reach!
- Factors may Include:
 - Age
 - Location
 - Income
 - Lifestyle
- Diversity/Inclusion
- Your challenge:
 - Where do they hang out?
 - What marketing do I need to attract them?

What is Non-profit Marketing?

Non-Profit Marketing

- Activities/strategies that are designed to spread the message of the organization, as well as solicit donations and call for volunteers

Types of Marketing

- Print Advertising
- Promotional
- Selling
- Customer Service
- Networking
- Sponsorship
- Social Media

Non-profit Marketing Brainstorming Session

- Speaking opportunities
- Community trade shows
- Church festivals
- Potlucks
- Chamber of Commerce
- Professional Associations
- Open House
- Sponsor a race and show up!
- Local celebrities 😊
- Radio/TV Advertising
- Newsletters
- Social Media – a must!
- PR Volunteer Hub 😊
- Brochures/Cards
- Booth/Banners

Complete Exercise # 1 – Target Market



Other Ideas to consider...

- Is “volunteer” always the best term to attract volunteers?
- Are there organizations in the community who value Corporate Volunteerism?
- Have you thought of collaborating with another organization/society to provide volunteers on a specific project?
- Do you have a Role Description for each volunteer position you are attracting?

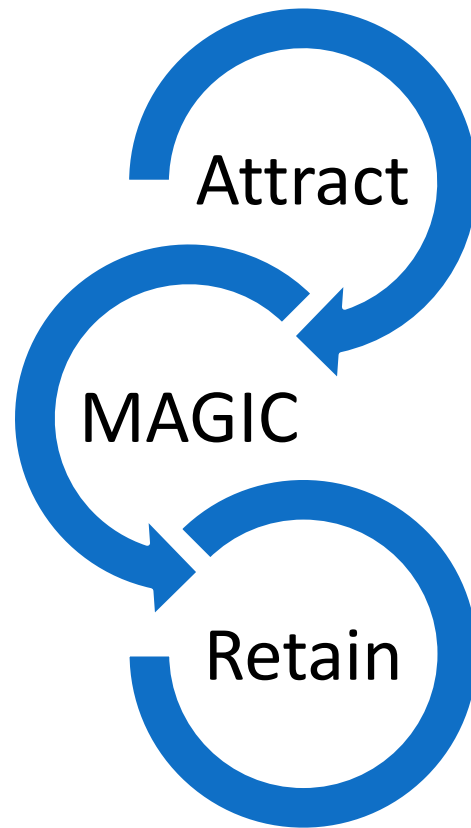
Retain Volunteers



Question Period ☺

- How many volunteers have you attracted to your organization in the last 3 months?
- From the volunteers you have attracted, how many have you retained?

The Attract & Retain Relationship



Why do volunteers leave?

- Move away
- Other personal/family commitments
- Health
- Going to school
- Not a fit

Turnover Formula:

$$\text{Turnover} = \frac{\text{\# of volunteers who left within a time period}}{\text{total \# of volunteers at the beginning of the time period}}$$

Tips to Reduce Volunteer Turnover

- Call potential volunteers back
- Make sure they feel like they are contributing
- Use the skills and interests of the volunteer
- Make them feel welcome!
- Ask for their opinions, then use their ideas
- Make sure they have something to do
- Provide support and supervision
- Build Team spirit
- Ensure they have the training they need
- Monitor their expectations and motivations
- Conduct informal exit interviews

What methods could you use to retain volunteers?

- Accommodate/Flexible
- Incentives/Rewards
- Regular communication
- Creating a personal connection
- Managing By Wandering Around
- Give timely feedback
- Orientation/training
- Communicate expectations/standards
- Give them meaningful assignments
- Reassign volunteers to different roles (job enlargement)
- Offer them a promotion
- Mentorship

Complete Exercise #2 – Retain



The Importance of Role Modelling

- Volunteers want a leader they can trust
- Walk the talk
- Are committed to the mission
- Commitment inspires/draws people to you
- They will follow you if they believe that you believe in the cause

“Champions aren’t made in gyms. Champions are made from something they have inside of them – a desire, a dream, a vision. They have to have lasting stamina, they have to be a little faster, they have to have skill and the will. But the will must be stronger than the skill. “ - Muhammad Ali

We are all leaders!

- Leadership Skills are developed through reading, observing and practicing
- Leaders:
 - inspire and develop others
 - have their eyes on the horizon
 - do the right things
 - have people skills
 - have positive attitudes
 - are confident
 - are self disciplined
 - are hands on

“You manage things; you lead people.” – Author unknown

The Benefits of Having Fun!

- Increased productivity
- Positive attitude
- Increased retention

Ideas:

- Bring muffins for a meeting
- Pizza party
- Play a game
- Laughter from the belly
- Have meetings outside

Resource/Reference

- Energize Inc. - Especially for leaders of volunteers
<https://www.energizeinc.com/>
- I can do that* Department of Human Services - Melbourne, Australia
<http://www.volunteer.vic.gov.au/manage-your-volunteers/rewarding-and-recognising/retaining-volunteers>
- Books by: Dr. Bill Wittich
 - Keep Those Volunteers Around
 - 77 Ways to Recruit Volunteers
 - Model Volunteer Handbook

May the Attract & Retain
Volunteer power be with you!



thank you!