

Attracting & Retaining Volunteers – Exercises

Target Market – Exercise #1

What type of volunteers are you looking for? What target market (age, location, income, lifestyle)?

What skills and talents do they need to perform the work?

Where can you find/reach volunteers with these skill/talents?

What non-profit marketing methods do you need to use to attract them?

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Retain - Exercise # 2

Name three ways that you currently retain volunteers:

- 1)
- 2)
- 3)

What are three new retention methods you want to introduce to your organization?

- 1)
- 2)
- 3)

What are the benefits to implementing them? How could they improve volunteer retention?

What methods could you introduce to ensure the retention methods are working?

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Sample Volunteer – Role Description

Role Title:	Community Companion Volunteer
Objective:	<ul style="list-style-type: none"> • Establish a friendly relationship with adults with multiple disabilities • Explore the community to encourage independence • Provide support during community activities
Responsibilities:	<ul style="list-style-type: none"> • Spend 2 hrs per week doing any activity you and your peer/friend choose • Support and encourage your peer/friend in performing activities in collaboration with other providers • Provide ongoing communication to Case manager and other team members
Qualifications	<ul style="list-style-type: none"> • Transportation (by personal car or bus) is necessary • No experience with developmental disabilities or mental illness is required
Training/Preparation:	<ul style="list-style-type: none"> • Attend training/orientation session given by ABC Organization • On-going support is provided by Case Managers and staff • Background check is required; this will include a drug screening, criminal check and submitting an acceptable drivers abstract
Time/Place:	<ul style="list-style-type: none"> • 2 hrs per week is required, additional time is at your discretion • Plan your schedule in conjunction with Case Manager and peer/friend • Explore or attend events in your community or at places you and your peer/friend want to attend
Length of Commitment:	<ul style="list-style-type: none"> • 6 months is the minimum required commitment
Supervision/Contact Person:	<ul style="list-style-type: none"> • On-going support is tailored to each volunteer's needs • Your Supervisor or Contact Person is: _____

Sample Volunteer Role Description adapted from Community Development Halton

<http://volunteerhalton.ca/vhome/>