



# Volunteer Recruitment

## HR Methods to Attract and Retain Volunteers

Town of Peace River Volunteer Hub Workshop Series

Facilitator/Presenter: Stacey Messner, HR Consultant



*Stacey Messner*  
HR Consultant



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## About the Presenter

I am a Chartered Professional in Human Resources (CPHR) in Alberta and operate a human resources consulting practice for small businesses in the North Peace Region.

I bring over 18 years of experience in Human Resources with specialties in policy and procedure development, recruitment, employee and labour relations, training, compensation and benefits.

I earned my Human Resource Management designation from the University of Lethbridge and I have worked in a variety of industries.



# Webinar Participation

- Use the Chat Box
- Raise your hand
- Question and Answer
- Polls



**“We make a living by what we get;  
but we make a life by what we give.”**

Winston Churchill



# Today's Agenda

## Volunteer Recruitment Strategy

- Research & Engagement
- Strategy Development
- Attract Volunteers
- Retain Volunteers



# Research & Engagement

- Consult with your stakeholders
- Collect the data
- Build the strategy with the experience and perceptions shared
- Research best practices and volunteer trends from other organizations, events, etc.
- Do what is best for your organization!



# Strategy Development

- Use the data collected in research and engagement to build the strategy
- Create the metrics – The ROI!
- Identify the pillars of the strategy
  - For example:
    - Providing support and communication
      - Orientation
      - Ongoing training
      - Regular communication
- Get buy-in!



# Attract Volunteers

- Marketing
- Culture
- Diversity/Inclusion
- Role Descriptions





# Marketing

- Activities/strategies that are designed to spread the message of the organization, as well as solicit donations and call for volunteers
- Print Advertising
- Promotional
- Selling
- Customer Service
- Networking
- Sponsorship
- Social Media

# Marketing





# Culture

- What we do around here
- How things are done
- How we “fit-in”

Who is responsible for building  
a volunteer culture?



# Culture

- Vision
- Mission
- Core Values
- Role Descriptions
- Orientation/Onboarding
- Volunteer Handbook
- Communicate expectations
- Feedback
- Teamwork/Building
- Recognize contributions



# Diversity/Inclusion

- “is about capturing the uniqueness of the individual; creating an environment that values and respects individuals for their talents, skills and abilities to the benefit of the collective.”

Definition from: Canadian Centre for Diversity and Inclusion (CCDI)



# Role Description

- Identifies the desired skills/knowledge
- Communicates expectations
- Reaches a target market – the one you want to reach!
- Supports/fits into an overall volunteer strategic plan
- Assists in your marketing/advertising plan



## Role Descriptions

- What is the role title?
- What will the volunteer be responsible for?
- What skills/qualifications will they have?
- Where will the volunteer perform their work?
- What is the minimum time required for the commitment?
- What training/support will be provided?
- Who will supervise/contact person for the volunteer?



# Retain Volunteers

- Leadership
- Communication/Feedback
- Training/Development
- Recognition





# Leadership

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



# Communication/Feedback

- Check in meetings for new volunteers
- Create two-way conversation
- Collect, compile, and bring forward
- Use surveys, volunteer review program
- Always let volunteers know that you heard their suggestions:
  - What's working
  - What isn't
  - What can we do to improve



# Training/Development

- Onboarding/Welcome
- Orientation
- Buddy Program
- Mentorship
- Skills Enlargement – reassign/flexibility



# Recognition

- Knowing the impact you have when volunteering is the greatest and most meaningful recognition you can give a volunteer.

- The Value of Volunteering – Volunteer Canada:

[https://volunteer.ca/vdemo/engagingvolunteers\\_docs/RecognizingVolunteeringIn2017\\_VolunteerCanada.pdf](https://volunteer.ca/vdemo/engagingvolunteers_docs/RecognizingVolunteeringIn2017_VolunteerCanada.pdf)



# Recognition/Impact

University of Alberta – U School

- <https://youtu.be/QqidLTUjQNM>



# Recognize volunteers by...

- Identifying the specialized skills and knowledge they bring to the organization
- Asking for their opinions, then using their ideas
- Telling them which contributions are making a difference
- Be sincere and authentic
- A personalized thank you



# Recognize volunteers by...

- Getting to know your volunteers and how they would prefer to be recognized.
- Customize the recognition programs in your organization based on your culture.
- Communicating the impact they have on your organization's vision, mission, and core values.
- Thanking them for the difference their work has made in the community.



# Resources

- Volunteer Alberta  
<http://volunteeralberta.ab.ca/>
- Twenty Hats  
<http://twentyhats.com/>
- Charity Village  
<https://charityvillage.com/app/>
- Energize Inc.  
<https://www.energizeinc.com>
- Books by: Dr. Bill Wittich  
<http://volunteerpro.net/>
  - Keep Those Volunteers Around
  - 77 Ways to Recruit Volunteers
  - Model Volunteer Handbook



# Thank you for your time today 😊





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