



**Keep 'em coming back: Best practices
for managing volunteers**

September 15, 2015



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Today's Speaker

Anita Carpenter

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Capacity Builder's, Inc.



CAPACITY*Builders*
transforming communities one grant at a time

Learning Objectives

- Participants will gain an understanding of Volunteers Management
- Participants will gain resources and knowledge on volunteer recruitment
- Participants will develop an understanding of what motivates people to volunteer and how to use that information to implement a quality volunteer program.

What IS Volunteer Management?



Origins of Volunteer Service

- Funding Sources
- Benefits to the Organization
- Retention
- Networking

What Motivates People to Volunteer

- They were personally asked.
- An organization with which they are affiliated is participating.
- They have a personal connection to the mission of the project or organization.
- They enjoy the type of work being performed.
- They want to learn new skills.
- They want to meet people.

Benefits of Managing Volunteers

- Clarity for the organization and volunteer
- More likely to attract the right volunteers, hold on to volunteers and benefit from their involvement.
- A standardized approach to dealing with volunteers .
- Volunteer management practices continue even after people leave.

Know Your Stuff Before You Recruit

- Know your mission
- How do we typically use volunteers
- Who are our collaborators / community partners
- Can we clearly talk about volunteer service and the contribution to the program mission and goals

Volunteer Program Development

- Long-term
- Short-term
- Family / Group
- Student / Interns
- Virtual Volunteers

- Job Description

Recruitment Strategies

- The personal ask is always the most compelling!
- Post your volunteer opportunity on the Web, using your program's Web site or another site such as volunteermatch.com.
- Strategically post flyers or brochures in the community.
- Partner with volunteers from a school, corporation, community center, faith-based group, or other non-profit.
- Utilize local media (e.g., newspapers and radio) to spread the word about your volunteer opportunities.
- Network with community groups and leaders.
- Use on-line forums and/or blogs to spread the word

Volunteer Retention

- Motivate volunteers before the project
- Engage volunteers during the project
- Reflect after the project

Reflection Activities for Volunteers

- Think of one word that describes today's session. Write it in large capital letters going down the left side of the page. Pass the paper to the person on your left and have that person write a sentence beginning with the first letter of your word. The sentence should be a reflection on the workshop, including things learned or next steps. Continue passing the paper until every letter has a sentence.
- Create a group banner that depicts today's session using a combination of words and pictures. The banner should convey what you learned and how you will adapt it to your work with national service.
- Choose one or more of the service quotes below. As a group, discuss the meaning of the quote and how it applies to both your work and today's session.

"A different world cannot be built by indifferent people." — Horace Mann

"One of the oldest human needs is having someone wonder where you are when you don't come home at night." — Margaret Mead

"Unless you choose to do great things, it makes no difference how much you are rewarded or how much power you have." — Oprah Winfrey

"If you don't like the way the world is, you change it. You have an obligation to change it. You just do it one step at a time." — Marian Wright Edelman

"Each of us guards a gate of change that can only be unlocked from the inside. We cannot open the gate of another, either by argument or by emotional appeal." — Marilyn Ferguson

"We can only serve that which we are profoundly connected to." — Sam Daly-Harris

Volunteer Recognition

- Volunteers need to feel valued
 - Achievement Oriented
 - Affiliation Oriented
 - Power Oriented

 - By type of volunteer
 - Long-term
 - Short-term



Informal Vs. Formal Recognition

When to Say No ...

- When the volunteer just isn't the right fit
- When you are at capacity



Some Additional Tips

Need Help?

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- 20 years writing federal, state and foundation grant proposals
- Grant experts available to answer questions at no charge
- Competitive rates for proposal writing
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- Sign up for FREE Grant Siren email alerts
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Q & A