



## 7 Times in 7 Ways

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### Volunteer Recruitment and Retention

An IYI Webinar by Linda Michael & Susan Burns  
Michael Burns Consulting, L.L.C.



## Agenda

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90-minute webinar  
(we'll take breaks for questions)

- Recruiting volunteers
- Retaining the team
- Some examples of successes
- Getting started



## Introduction

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- Volunteering was down in 2010
- Fewer women (29.3% in 2010 vs. 30.1% in '09)
- 29.9% of Hoosiers volunteered in 2009
- Fiscal value of volunteer service in '09 \$19.51 per hour nationally; \$16.81 in Indiana

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## Types of roles

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- Fundraiser (10.9%)
- “Worker bees”
  - (serving, collecting, distributing, preparing food = 9.9%)
- Program assets
  - tutoring/teaching (9.8%)
  - mentors, coaches, teachers, etc.
- Organizational Leaders – Boards

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7 Things to Think About  
**RECRUITING**

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## 1 – The Invitation

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- The job title
- Helping people choose
- Using a welcoming tone
- Why the work is important

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## 2 - Gauging their Interest

- Autonomy
- Mastery
- Purpose
  
- Intrinsic vs. extrinsic

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## 3 - Why People Volunteer

To feel needed	Repay a debt	Because of who asked
To share skills	Religious reasons	Get out of the house
For a change of pace	Keep skills alive	Freedom of schedule
To know community	Donate skills	Escape
Family pressure	Because no one else will do it	Interest or concern for group or issue
To do civic duty	Boss said to	Access services
To help others	To be an advocate	Be a watchdog
To learn the truth	To gain status	To feel proud
To make friends	To test self	To stand up/be counted
Relief from daily job	To be change agent	To be on a team

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## 4 - Gauging their Skills and Talents

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- Targeting your needs to get the right people
- Having a job design that values differences
- Interviews of prospective volunteers

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## 5 - Matching Volunteer to the Assignment

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- Times they can work
- Transportation to the work
- Working conditions of the assignment
  - Clothing required
  - Temperature range
  - Stand/Sit
- Long-term volunteers as they age

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7 Things to Remember

# RETAINING THE TEAM

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## 1 - Institutional Change

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- GRAVY
- Organizational issues

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## 2 - Respecting Their Commitment

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- Addressing their concerns
- Supporting their needs to change times or other parts of the context

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## 3- Recognition: Appreciating their Gifts

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Where are their talents best used?

Celebrating their contributions

**7 times in 7 ways**

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## 4 - Membership Organizations

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Service clubs  
Auxiliaries  
Friends of.....

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## 5 - Adjusting the Assignment

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- A process
- Outcome map
  - Presenting problem
  - Attributes
  - Real problem
  - Informed solution

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## 6 - Some Challenging People

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- Know-it-alls
- Saboteurs
- Gossips
- Rule breakers
- Negativistas
- Social Climbers
- Harassers
- The “unaware of their biases”

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## 7 - Managing the Commitment

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- “Completing an assignment” vs. “Marrying the organization
- Having appropriate boundaries
- 6 tips for effective feedback

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## EXAMPLES OF SUCCESSES

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- Fort Wayne Children's Zoo
  - Project Leadership – Marion
  - Back2School Elkhart
  - Boomerang Backpacks

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7 Strategies

## GETTING STARTED

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### 1 - Pointers on Inviting Volunteers

- What's your organization's business model?
- Who should recruit?
- How do volunteers fit in?
- The "value proposition"

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## 2- Volunteering Organizer

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- Name of program
- Major responsibilities for task
- Number of volunteers needed
- Qualifications needed
- Outcomes expected
- Volunteer training
- Reports
- Benefits obtained

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## 3 – Adjust for Hidden Costs

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- What are they?
  - Return on investment
  - Onboarding new volunteers

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## 4 - Developing a plan

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- The importance of job descriptions
- Recruiters
- Crafting the message

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## 5 - Building Buy-in from the Board

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- ROI issues
- Timeline for implementation
- Performance metrics
  - Outcomes
  - Management requirements
  - Policy implications
  - Risk assessment – any “downsides?”

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## 6 - Getting the Word Out and About


- Making the most of your volunteer budget
- Advertising the opportunities
  - Bulletin boards
  - Print materials
  - Word of mouth
  - Online with Facebook, Twitter, your website
- Face-to-face recruiting
- Negotiating
- If the answer is no....

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## 7- A Planning Template

Need (Time, Talents, Attitudes)	Find	Train (Specific Job or Generalist)	Appreciate
"Elephant poop" scoopers	How do we find them?	When? For how long?	Agency Image
Worker bees	Where do we find them?	Who trains?	Brand: Word of Mouth
Deciders	The "Touch"	Training Content	7 times in 7 ways
Connectors			


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# Questions and Sharing

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# Thank you for your time today!