

Building a Winning Volunteer Program



volunteer
center
an RSVP affiliate

(260)424-3505

www.volunteerfortwayne.org

Volunteer Center: Who We Are?

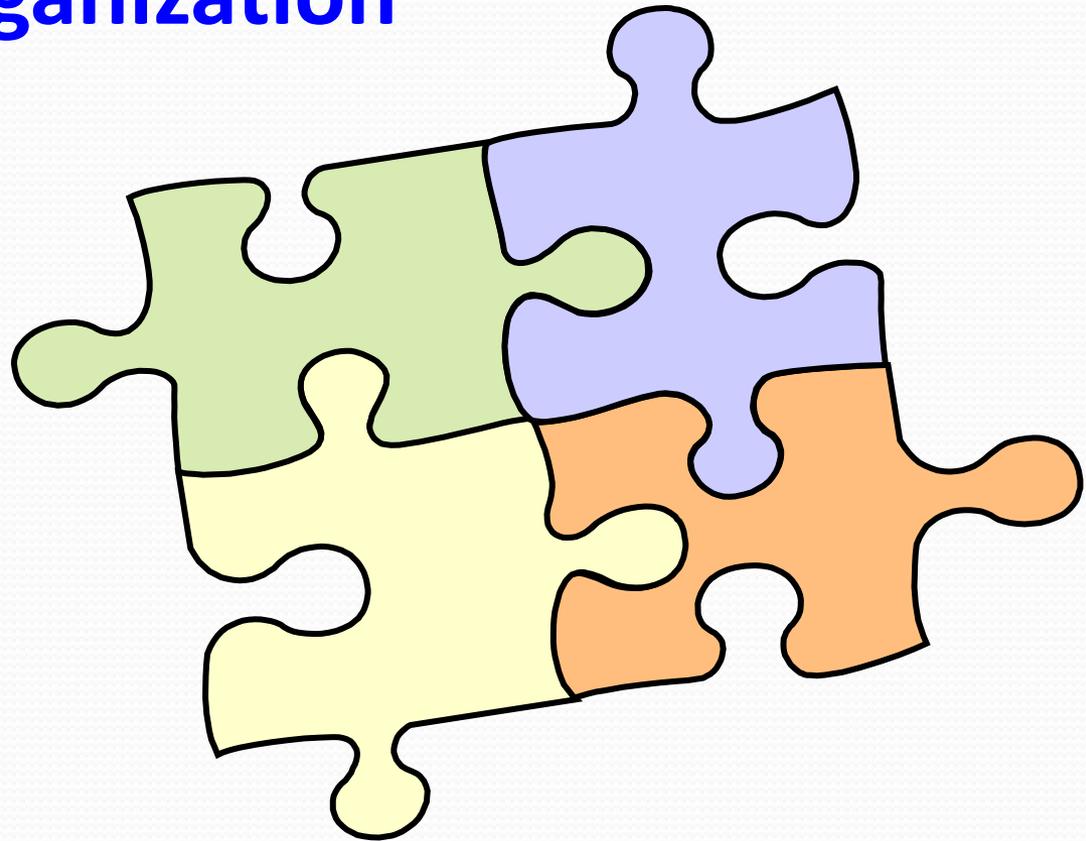
- Local non profit
- Over 40 years of volunteer management experience
- Empowers volunteers to help solve important community problems

Contact Us:

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Volunteers are an integral part of the puzzle that make up a successful organization

- Administration
- Staff
- Volunteers
- All are vital to the success of the organization



How Volunteer Friendly is Your Agency?

- Staff plays a vital role in making a volunteer feel welcome – can make or brake you
- Involves ALL staff, not just the volunteer coordinator
- Is staff accepting of volunteers?
- Message has to come from the top down

Step 1: Organizational Commitment

- Develop volunteer management framework
 - Management buy-in
 - Staff buy-in
 - Volunteer friendly environment
 - Policies & Procedures



Step 2: Define Agency Needs

- What are the goals of the agency?
- Are we able to meet the goals with current staff?
- How do we want to expand our services?
- How can volunteers help?
 - Improve current projects
 - Take on new projects
 - _ Can volunteers fill a role that will free staff to do other duties



Step 3: Develop Job Volunteer Job Descriptions

- Specifies what the volunteer will do
- Roles & skills
- Description of duties- Provides roles and limits of duties



Step 4: Recruitment of Volunteers

Volunteers want to know:

- How their service and leadership will directly impact your organization,
- Their time will be well utilized



Is your recruitment message clear?

- Competing causes
- Does it *inspire* people to get involved and to take action?
- Does it clearly state the *need* of your agency and *impact*?
- Does it clearly *define* what you are asking them to do?



Recognition increases retention

Retention brings
loyalty to your
organization



Why volunteers leave?

- According to the *Volunteering in America 2008* report, 1 in 3 American volunteers dropped out in 2007. This is a huge loss of valuable human capital – about \$30 billion a year.
- Opportunities aren't challenging or meaningful enough.
- Volunteer management is inadequate.
- Position is too rigid; needs to be more flexible to meet the demands of today's volunteers.
- Follow up!
- Communicate

Types of Recognition

- **Different types of recognition**

- Formal
- Informal – everyday small things
- Should be tailored to specific groups
- Should consider cultural backgrounds



Recognition Ideas

- Smile!
- Welcome volunteers to your office / Make sure staff is welcoming to them
- Provide leadership roles during training
- Utilize volunteers as consultants
- Praise volunteers to others, such as board members
- Provide munchies during meetings and at work sites – water and coffee go a long way towards making someone feel welcome
- Invite to internal events
- ID badges
- Ask volunteers to represent your organization at community meetings
- Remember their birthdays



Recognition Ideas

From My Own Experience

- Take office volunteers out on their birthdays
- Movie Tickets for tax volunteers
- Pay Day or \$100,000 candy bar to tax volunteers as their “paycheck”
- Green carnations on St. Pat’s Day
- Hall’s gift certificates at Christmas
- Polo shirts
- Put your own personal touch in saying thank you

