

Volunteer Recruitment and Engagement for a Nonprofit Organization

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What's the plan?
What's your purpose?

- Why am I here (as an org)?
- Why should you be here?
- What is the meaning of this?
- How is this more important or more fulfilling than _____?

Volunteers – A Two Step Plan

Getting Them vs Keeping Them

- Getting them
 - Identify Needs
 - Set the Stage
 - What do they want?
 - Clearances
 - Communication
- Keeping them
 - Scheduling
 - Organizing
 - Communication
 - Communication
 - Did I say communication?

Getting Them

- What are your goals?
 - Volunteers for the sake of volunteers
 - Levels of volunteers
 - Event or Specific Occasion
 - “Regular”
 - Don’t follow the “one body one job” mindset!!!

Getting Them

- Marketing for Volunteers
 - Why?
 - What are you providing that they can't get elsewhere
 - How do they benefit?
 - Hard benefits
 - Soft benefits
 - Prove you're worth it
 - Photos
 - Social Media
 - Press Releases
 - Recognition

Getting Them

- Organizing Them
 - Paperwork Needed
 - Clearances
 - Emergency Contacts
 - Multiple means of communication

Getting Them

- Scheduling Them
 - Spreadsheets and lists
 - Volunteer Management Softwares
 - Example: Bugle
 - Remember that Communication?
 - Reminders
 - Thank You

Keeping Them

- Happy Volunteers Don't Leave!
 - Engagement Programs
 - If you do this, then we do that for you
 - Communication again!
 - Newsletters and Social Media
 - Benefits of Volunteers
 - What do they get that others don't
 - How do they feel fulfilled by helping

Keeping Them

- Happy Volunteers Don't Leave!
- Soft Benefits
 - Volunteers can be miserable at a committee meeting or excited at a workday!
 - Feeling connected to “the greater good”
 - Feeling connected to others with a shared purpose

Keeping Them

- Happy Volunteers Don't Leave!
- Hard Benefits
 - Never underestimate the power of food
 - Interactive Food
 - (H and S benefits)
 - Memberships
 - Shirts/Hats/Name Badges

Thank You!

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