

# 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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