Recruiting, Managing & Recognizing Volunteers

Laura Huth-Rhoades
Chief ChangeMaker, do good Consulting
www.dogoodconsulting.org
Hello,

My name is

✓ Your name
✓ Affiliate & position
✓ Biggest volunteer challenge

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Today’s Topics

• The Who, What & Why of Volunteers
• Volunteer Types, Motivations & Expectations
• Volunteer Recruitment
• Volunteer Recognition
• Volunteer Management
• Do’s & Don’ts
• Next Steps
1 volunteer hour is worth:

- $26.89 in Illinois
- $25.43 nationally

- 2 hours/week
  - $2,797/year
- 5 hours/week
  - $6,991/year
- 10 hours/week
  - $13,983/year

3.3% increase from 2017
WHO’S VOLUNTEERING?

- 30% of people volunteer
- 77M people volunteer at least 1x/year
- They give over 7B hours of time
- They contribute $167B in value to our nation
- Median time spent volunteering: ~52 hours/year
- Asking people to volunteer has no marked impact on volunteer rates
WHO’S VOLUNTEERING?

• 40% of parents (48% more than non-parents)
  • 47% of working mothers
  • 37% of working fathers
• Generation X has the highest volunteer rate (36%), while Boomers give more service hours (2B). Millennials are an important – and growing – volunteer base.
• 30% of veterans (+ they donate at higher rates civilian counterparts)
• For those with a “main group”, 32% of the time it’s a religious one
  • 26% = sports or arts groups/20% = education or youth service groups
• Those 65+ are much more likely to volunteer for religious organizations (43%)
WHO’S VOLUNTEERING IN ILLINOIS?

- 2.8M volunteers gave 207M hours of service
- 28% of residents volunteer (38\textsuperscript{th} in US)
- Volunteer service worth an estimated $4.9B
- 55% of residents donate $25+ to charity
### By GENDER, % of Total

- Men = 26%
- Women = 34%

### By AGE, % of Total

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Baby Boomers</th>
<th>Silent Generation</th>
</tr>
</thead>
<tbody>
<tr>
<td>25-39</td>
<td>27%</td>
<td>36%</td>
<td>31%</td>
<td>25%</td>
</tr>
<tr>
<td>40-54</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55-75</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>76+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### By RACE, % of Total

<table>
<thead>
<tr>
<th>Race</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>26%</td>
</tr>
<tr>
<td>Black</td>
<td>19%</td>
</tr>
<tr>
<td>Asian</td>
<td>18%</td>
</tr>
<tr>
<td>Latino</td>
<td>16%</td>
</tr>
</tbody>
</table>
Obstacles to Success

- Lack of follow up
- No formal on-boarding or training
- Neglecting to ask a volunteer to help
- Ignoring peer networks/peer influence
- Uninspired tasks with no direction, point, or training
- Low expectations/underutilization
- Unrealistic goals → Burnout/frustration
- Undervaluing: making volunteers feel unimportant/unnecessary
- Not saying - and demonstrating - thanks
Successful Volunteer Programs

• Get to know your team: Learn wants and needs
• Respect interests, skills, and time commitment
• Manage data well: contact info, communications, lists
• Match to right tasks
• Training and orientation
• Deputize and deploy
• Meaningful and interesting work
• Clear explanations and tasks: What, how, and why
• Materials/supplies ready ahead of time
• Feedback/planning involvement/decision-making
• Value time and recognize appropriately

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WHY VOLUNTEER?
Volunteer Motivations

• Do good/give back/help others
• Create impact/improve community
• Professional development
• Use special knowledge and skills
• Personal growth/life satisfaction
• Meaningful time with friends
• Meet new people
• Feel useful and needed
• Pass time
• Recognition/status
• Court-mandated
• Others?

Societal vs Personal Motivations

Societal: altruistic
Personal: self-interest

To build a skillset

Improve community/society

Affiliation with mission

To meet people

They are mandated

Retired

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Volunteer Expectations

- Professional, positive work relationship
- Meaningful work; opportunity to create change
- Patience, courtesy, and cooperation
- Task matching and task clarity
- Private constructive criticism
- Appreciation and recognition

What you Need VS What They Want
Need vs Asset-based Volunteers

**Needs-based**

- We have a service gap that needs to be filled soon.
- We have a short-term project and need time-delineated help.

**Asset-based**

- There’s a volunteer with an idea for a new project + the skills, energy, and team to execute it. It’s not an urgent need but will make us stronger.
- There’s a particular service area that deeply excites most volunteers.

### 5 volunteer types

<table>
<thead>
<tr>
<th>Butterfly</th>
<th>Leader of the Pack</th>
<th>Poor Little Me</th>
<th>Lonely Heart</th>
<th>Ever-Ready</th>
</tr>
</thead>
<tbody>
<tr>
<td>Busy, but wants to help</td>
<td>Lead/have led orgs, retired CEOs/executives</td>
<td>I’ll do what you say, but need lots of support</td>
<td>Afraid of rejection</td>
<td>How can I help</td>
</tr>
<tr>
<td>Sometimes cancels</td>
<td>Often don’t listen</td>
<td>Need to feel important/reinforced</td>
<td>Suffered loss and volunteering will fix it</td>
<td>Listening and attentive</td>
</tr>
<tr>
<td>Talkative</td>
<td>Don’t make them work</td>
<td>Can be snipers, whiners</td>
<td>Uncertain</td>
<td>Leaders – if you ask</td>
</tr>
<tr>
<td>Short on details</td>
<td>Don’t patronize</td>
<td></td>
<td></td>
<td>Like challenges</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Want to be there</td>
</tr>
</tbody>
</table>

**DO:**
- Make them feel comfortable and welcome
- Focus on the spirit of unity

**DO:**
- Be organized, motivated, and service-oriented

**DO:**
- Have fabulous potential
- Want to belong
- Have underlying attributes to bring out

**DO:**
- Figure out their gifts
- Make them feel wanted

**DO:**
- Provide challenging work
- Do not take advantage
VOLUNTEER RECRUITMENT

“I volunteer with Habitat St. Charles because I believe in the organization and want to help in any way I can.”

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It Starts With Being Volunteer-Worthy

- Market group impacts and achievements well
- Advertise volunteer positions professionally
- Offer flexible time commitments and a variety of options
- Harness the power of peer-to-peer influence
- Have an application process
- Limit start-up lag time
- Provide compelling training and orientations
- Manage volunteers well
- Provide meaningful, on-going recognition
The Marketing Equation: It All Adds Up

\[
\text{Repetition} + \text{Audience} \times \text{Message} + \text{Varied Vehicles} \times (\text{Stories} + \text{Photos}) = \text{IMPACT!}
\]

{volunteer, tell a friend, share on Facebook…}
VOLUNTEERS ROCK OUR WORLD!

We couldn't do this work without volunteers to support us!

You don’t have to be 40-hour trained to help us. In-direct volunteers can become a board member, sort donations, pull weeds, clean gutters, wash windows, answer the administrative switchboard, staff a booth at an event, research projects, paint/repairs around the offices, fix a client’s car, or just take out the trash.

If you would like to help, contact XXXX at 654-5555 or XXX@XXX.org.
Distinctions in Outreach

• Information ≠ Invitation
• Publicity vs Recruitment
  • General vs Targeted
  • Quality vs Quantity
• Pro-active vs Reactive
• Org voice vs Peer voice
Barriers: Hidden Messages?

• You vs Them
• Shorter, more common words
• Avoid jargon and acronyms
• Vary your vocabulary: helping out / taking action / making a difference
• Right picture: avoid stereotypes
• Material placement: those who represent you
• Applicant journey: recruit a ‘spy’
Recruitment Types

**Warm Body Recruitment:**
A large number of volunteers needed for a short period time; task qualifications minimal. Broad dissemination of information.

**Targeted Recruitment:**
Carefully planned approach to small, identified audience(s) focused on specific skills or uncommon characteristics. Take recruitment message directly to identified audiences.

**Concentric Circles Recruitment:**
Identify populations already in direct or indirect contact with your group, then contact with recruiting message. Examples: friends of current volunteers and staff, people affected by your issues. More likely to net volunteers than persuading strangers.
Digging for Volunteer Gold

WHO & WHERE ELSE?

- Attending retiree-related functions
- Letters to the editor
- Attending faith-based functions/gatherings
- Volunteer fairs
- Posters/billboards
- Public Service Announcements (PSAs)
- Service organizations (Lions, Rotary, Jr. League, etc.)
- Social media (Facebook, Twitter, LinkedIn)
- Community-related events
- Trade school educators
- City council meetings
- Church-goers

Your affiliate
Let’s look at how you are doing...
VOLUNTEER RECOGNITION

✓ Do it **OFTEN**
✓ Do it **CONSISTENTLY**
✓ Do it **AT THE RIGHT TIME**
✓ Do it **IN DIFFERENT WAYS**
✓ Do it **AUTHENTICALLY**
Successfully Recognizing Volunteers

- Deliver recognition in an open, public way
- Deliver it in a personal and honest manner
- Tailor recognition and reward to each individual
- Reward contributions near time of achievement
- Recognize both the person and their work/contributions
- If you recruit volunteers from different communities, recognize them in their community
Every Day Ideas

- Volunteer suggestion box
- Take – and act on – feedback
- Coffee/refreshments/munchies for meetings and work sites
- Pleasant surroundings in which to work
- Name badges
- Reimburse assignment-related expenses
- Opportunities for volunteers to work together & build friendships
- Directory of volunteers to encourage networking & collaboration
- Ask volunteers to represent your group at community functions/presentations
- Feedback sessions to gather volunteer opinions
- One random, unexpected thank you per day
Celebrate! Recognize!

- T-shirts, pins, plaques, other bling
- Email thank yous
- Facebook thank yous
- Personal, thank you notes/cards
- E-newsletter profiles
- Website profiles/story
- Board featuring pictures and accomplishments of volunteers
- Wall of fame honoring top-performers
- Achievement certificates
- Rewards for milestones/going above and beyond
- Partner with businesses to provide discounts/coupons
- Invite to staff/board meetings for introduction/story/recognition
- Send to conferences and training
Let’s look at how you are doing...
VOLUNTEER MANAGEMENT

A team effort

Volunteer

Other volunteers
Other staff members
Volunteer/Advocate Coordinator
Volunteer Committee members
Executive Director

Recruit
Honor
Interview
Process
Deploy
Orientation
Train
Evaluate
GREAT Program Elements

SYSTEMS
- Database: log + track volunteer data (hours, contact info, etc.)
- Add to internal + external communications
- Early on: get photos for storytelling + recognition purposes

CELEBRATIONS
- Recognize + celebrate milestones (100 hours/5 years/XX miles)
- Volunteer recognition events (don’t skimp)

OBSERVATIONS
- Notice and note contributions
- Surprise lunches, coffee for special occasions
- Get out of the office --> into the field
Driven By Relationships

**Build community**
- Social outing and group activities
- Social media
- Volunteer-specific websites and listservs

**Help them build and use their skills**
- Provide trainings
- Pair with skilled staff and volunteer mentors
- Evaluate progress and goals
- Share program statistics

**Build affiliation**
- Ask them to serve on committees and boards
- Involve in strategic planning exercises
- Have them speak at events

**Share their stories and impact**
- Collect and widely share their stories
- Use metrics to show their commitment and project progress
Deputized Volunteers

✓ Add all volunteers to email and mail lists
✓ Include in as many relevant meetings, communications, and announcements as they want: the more they know, the more they can help
✓ Empower – and ask - them to talk you up in the community and with peers
✓ Provide customized name tags, t-shirts, and business cards when possible
✓ Ask them to donate: they are among your best prospects. Let them – not you – decide how invested they want to be.

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Avoid Burnout & Attrition

➢ Project goals/time constraints are unrealistic
➢ Personality conflicts among volunteers, staff, clients
➢ Tasks are of no interest/not qualified for
➢ Work disconnected from mission and focus
➢ Struggle to have voices heard
➢ Instability among teams; decreased effectiveness
➢ Failing to notice and/or say thanks

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Oh, and...

**VOLUNTEERS GIVE MORE**

Volunteers are almost **TWICE AS LIKELY** to donate to charity than non-volunteers.

40.4% Non-Volunteers

79.2% Volunteers

Also, 36% of volunteers raise funds for nonprofits.
All Systems Go?
10 Volunteer Don’ts

1. Treat all volunteers the same.
2. Use insider language.
3. Skimp/no budget.
4. Take shortcuts.
5. Assume.
6. Take advantage.
7. Ignore problems.
8. Forget the power of food.
9. Forget the power of ‘thanks!”
10. Think volunteers are just a cheap way to get work done.
10 Volunteer Do’s

1. Regularly gather and use volunteer QUOTES!
2. Tell your volunteer STORIES!
3. Thank them BIG, SMALL & A LOT
4. ASK volunteers to donate!
5. Manage DATA pro-actively and well.
6. Be COMMUNICATION savvy.
7. Recognize MILESTONES.
8. Host recognition EVENTS.
10. CULTIVATE them up the engagement ladder.
1. What’s the most important or interesting thing you learned in today’s sessions?

2. What is 1 thing you’ll do differently as a result of today’s training?
Let’s stay connected!

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