



Build & Sustain a Regular Volunteer Base



Sean Koebele

Senior Manager of Institutional Partnerships

Shane Ellanson

Senior Engagement Associate

About Twin Cities Habitat for Humanity

Our mission

We bring people together to create, preserve, and promote affordable homeownership and advance racial equity in housing.



1,950+

Homeowner partners



2,300+

Home repair projects



8,500+

Donors annually



10,000+

Volunteers annually



build forward
together

Metro Home Locations

1957 families have bought homes in 74 communities across the metro area since 1985.

Habitat Homes Per County in Service Area

Anoka - 201

Carver - 32

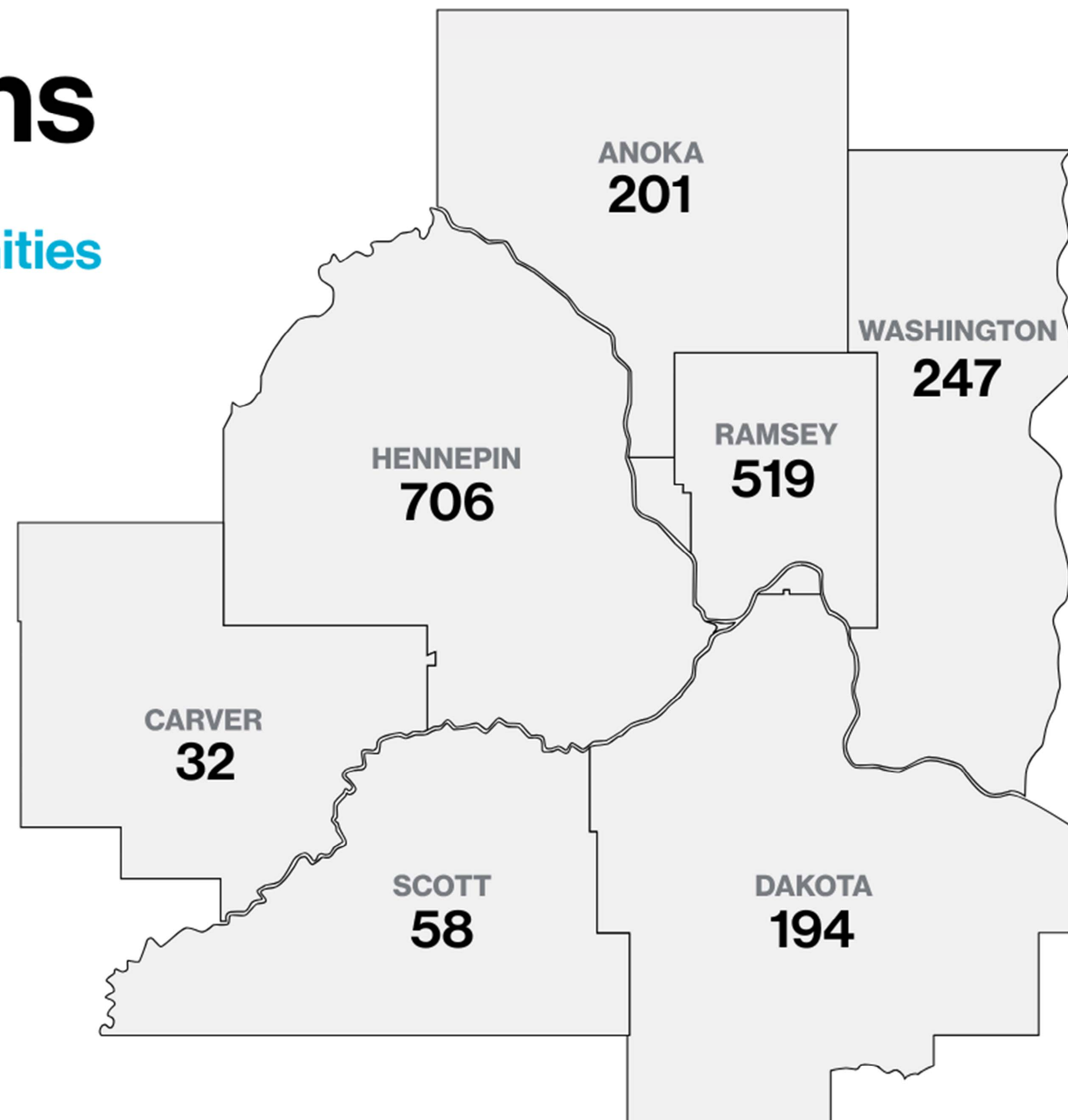
Dakota - 194

Hennepin - 706

Ramsey - 519

Scott - 58

Washington - 247



Data collected through Dec 31, 2024

What we do



Homeownership Creation



Homeownership Preservation



Advocacy



Global Engagement



ReStore Outlets

Where is your Volunteer Program at?

- Does your volunteer program see over 500 volunteers per year?
- Over 1,000?
- Over 10,000?
- Do you have a Regular Volunteer program of any kind?



What Qualifies as a Regular Volunteer?

“A person that volunteers with our organization on a regular basis”

- A formal definition is hard and usually not necessary
- This space should be inclusive with low barriers



The Impact of Regular Volunteers



History of Twin Cities Regular Crews

- Founded Twin Cities Habitat in 1985
- Transition from volunteer-run chapters to staff-led affiliate
- Formal creation of Regular Crews
- More robust programming
- Increased importance within division and organization

By the Numbers

Active Regular Crews 23

Active Regular Volunteers 478

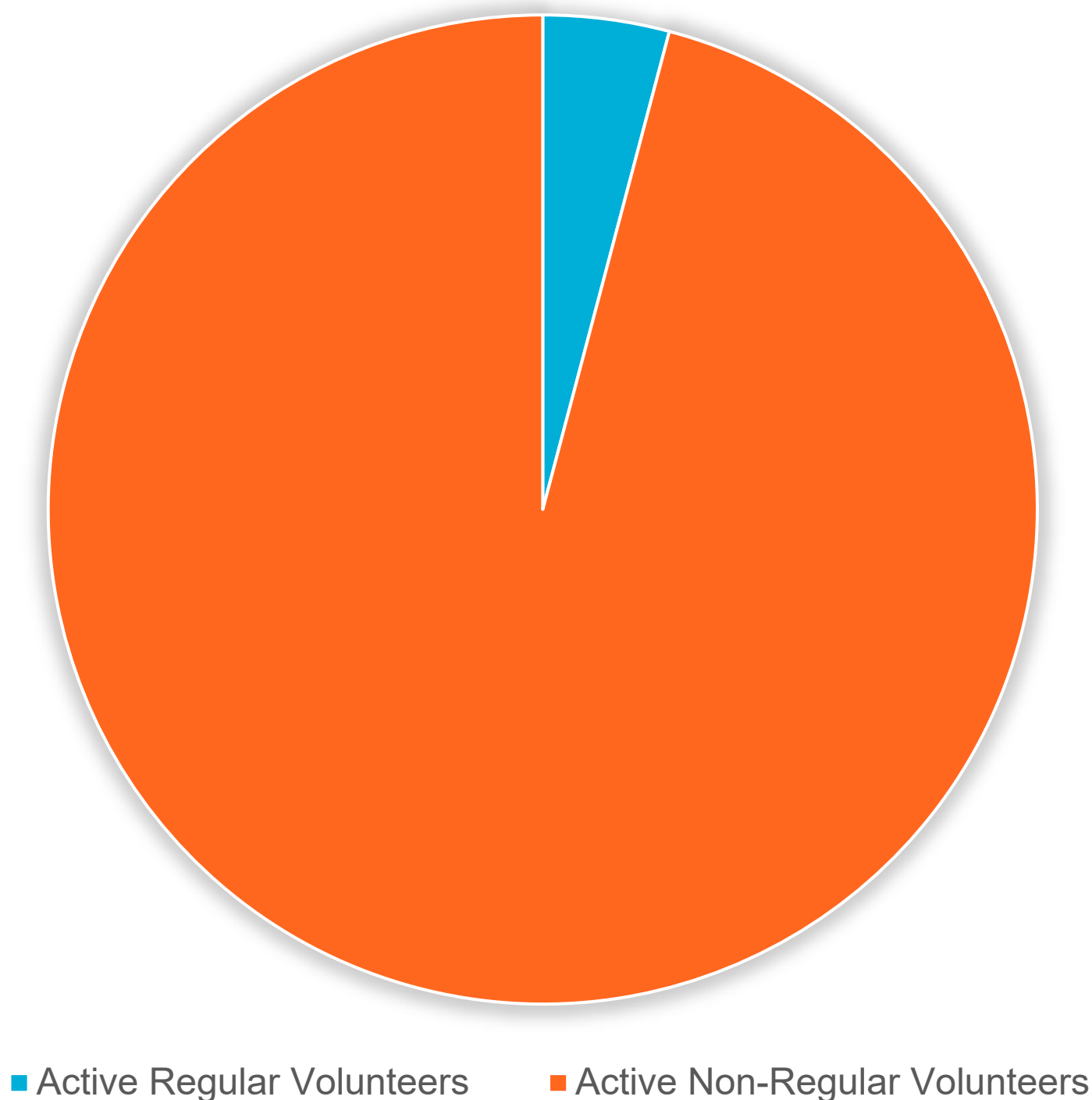
Volunteer Days 10,002

Regular Volunteer Hours 63,255

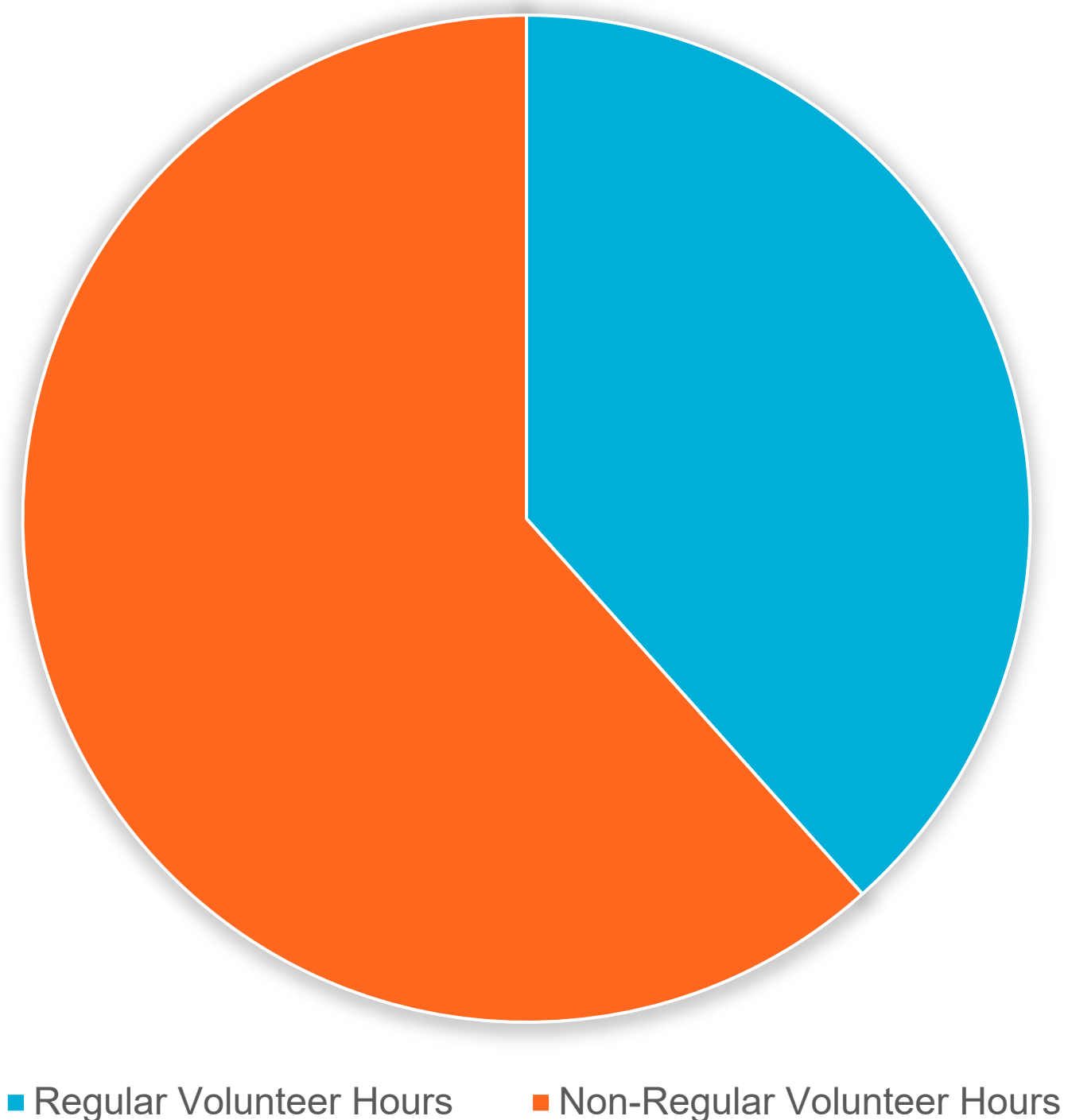
Number of homes contributed to 81

By the Numbers (cont.)

ACTIVE VOLUNTEERS



VOLUNTEER HOURS



Regulars are Committed

Construction

1. Kathleen
1400.5 Hours/~200 Days
2. Roger
1335.25 Hours/~191 Days
3. Brian
727.5 Hours/~104 Build Days

ReStore

1. Wendy
604 Hours/~151 Days
2. Julie
468 Hours/~117 Days
3. Jim
405 Hours/~102 Volunteer Days

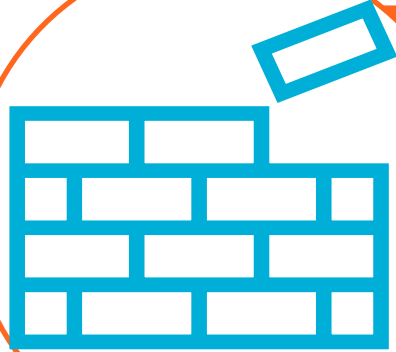
The Intangibles



More effective & efficient



Improve the volunteer experience



Fill in the gaps



Our Harshest Critics

01

Always push for improved transparency

02

Never afraid to share opinions on our programs

03

Give good insight into public perception

Our Strongest Advocates



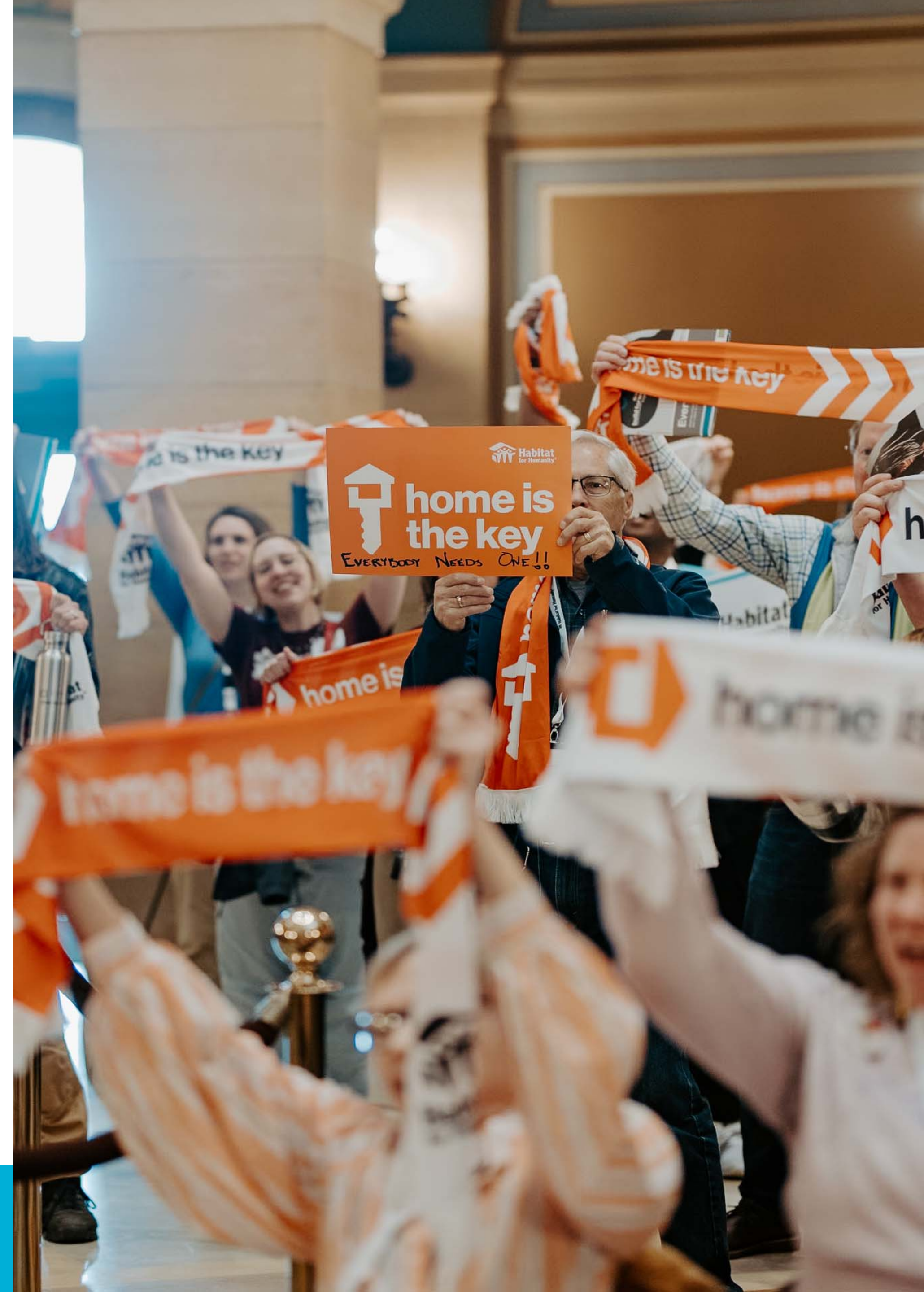
VOLUNTEER
RECRUITERS



POLICY
ADVOCATES



COMMUNITY
SUPPORTERS

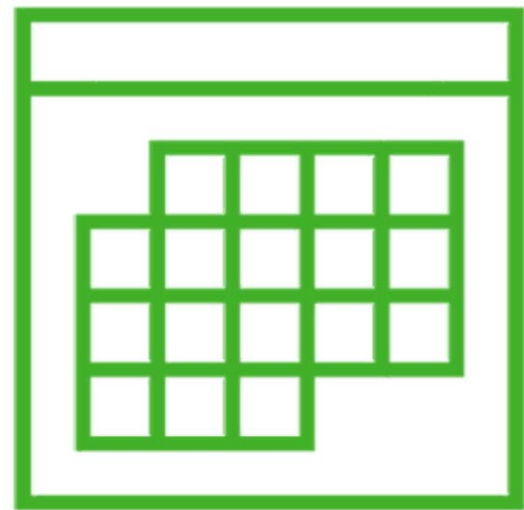


Starting Your Reg Program

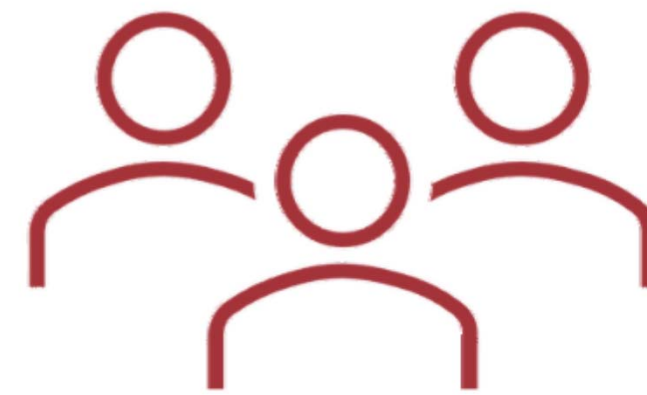


build forward
together

Grow Your Volunteer Base



Create a
Consistent
Schedule



Reach out to
faith
communities

Lower barriers to
entry



Build
relationships
with corporations



Create a Pipeline & Increase Engagement

Planning

- What are your needs as an org?
- What kind of volunteers are you looking for?

Action

- Comb current volunteer base
- Talk with current partner groups
- Pull volunteer data
- Lean on site staff



Commit to the Success of Your Reg Program

Dedicate a staff member

Advocate for your regs internally

Get creative

Be transparent

Communicate clearly



Connect the Dots



Opportunities for Regular Volunteers



- Homebuilding
- ABWK
- ReStore
- Cookie Bakers
- Photographers
- House Checkers
- Annual Events
- Tool Repair
- Accounting
- Front Desk at the office
- Site Support Volunteers
- Outreach/Tabling
- Board Members
- Committee Members

Have an open mind

Homebuilding Regs

Reg Crews

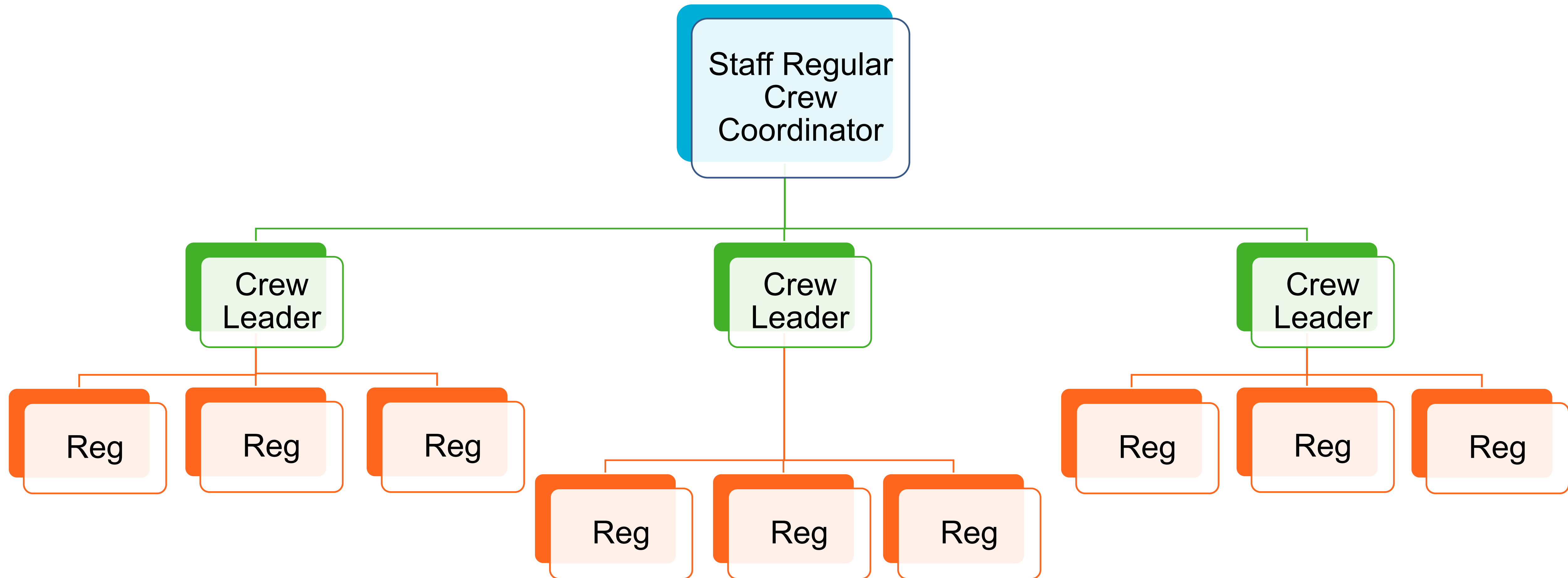
Individual Regs

Groupies

Site Support Volunteers



How We Structure a Reg Crew



Types of Reg Crews

Geography

Friend Groups

Fundraising Crews

Churches

Corporate Retirees



Challenges We Have Faced



- Declining corporate support for retiree programs
- Keeping regs busy in the summer
- Age and racial diversity is tough
- Aging regular volunteers

Feedback is Important

- Create and refine your program with volunteer input
- Offer multiple ways to give feedback
- Let them feel ownership
- Balance your needs with their interests
- Be clear about boundaries



Stewardship & Retention



Recognition

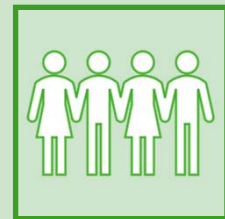
- Formal
- Informal
- Inclusive
- Relational
- Meaningful



First + Foremost: CONNECT



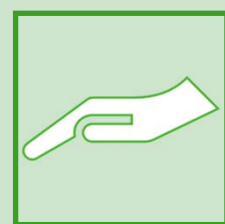
Your regular volunteers are people, get to know them!



Volunteer alongside them



Stop by for lunch



Ask about their lives, their family, their next trip, etc.



Formal Recognition

- SWAG!
- Volunteer Points and Store
- Annual Gift
- Winter Warriors
- Photos
- PVSA



Informal Recognition

- Invite them to join you!
 - Town Halls, Home Celebrations, Habitat on the Hill, other public events
 - Offer opportunities to learn about programmatic updates and changes
 - Fundraising events
 - Provide access to leadership including ED/CEO
 - Offer fun opportunities like event ticket raffles or other concerts



Exclusive Events

Spring

- Regular Crew Summit

Summer

- Regular Crew Emeritus Celebration

Fall

- Regular Crew Training Camp

Winter

- Winter Visits



Relationships are Recognition



- Acknowledge meaningful life events
- Celebrate birthdays, attend parties and funerals
- Send Cards + Flowers when appropriate
- Visit on site or build alongside regs
- Bring pizza, cookies, or freeze-pops
- Communicate regularly with all staff who interact with regs

Communication is Recognition

Volunteer
Newsletter

Reg Crew
Newsletter

Surveys

Crew Lead
Email List
as needed

Special
send lists

Blog
Volunteer
Highlights

Inside
Scoops

Treat 'em
special

Fundraising with your Regs



Volunteering Inspires Giving

- Volunteerism is our most effective stewardship tool
 - Builds affinity and connection to the mission, inspiring giving
 - Generates significant giving (directly and indirectly) from all audiences
 - Corporate and Faith Partners
 - Individual Donors/Volunteers
 - Event Sponsors
 - In-kind Giving
- Many of our donors are volunteers and many of our volunteers are donors.

Fundraising with Regs

Do

Invite your Regs to become donors

Invite your donors to become Regs

Make fundraising accessible

Utilize soft and direct asks at appropriate times

Be grateful for all types of engagement

Get feedback and follow through

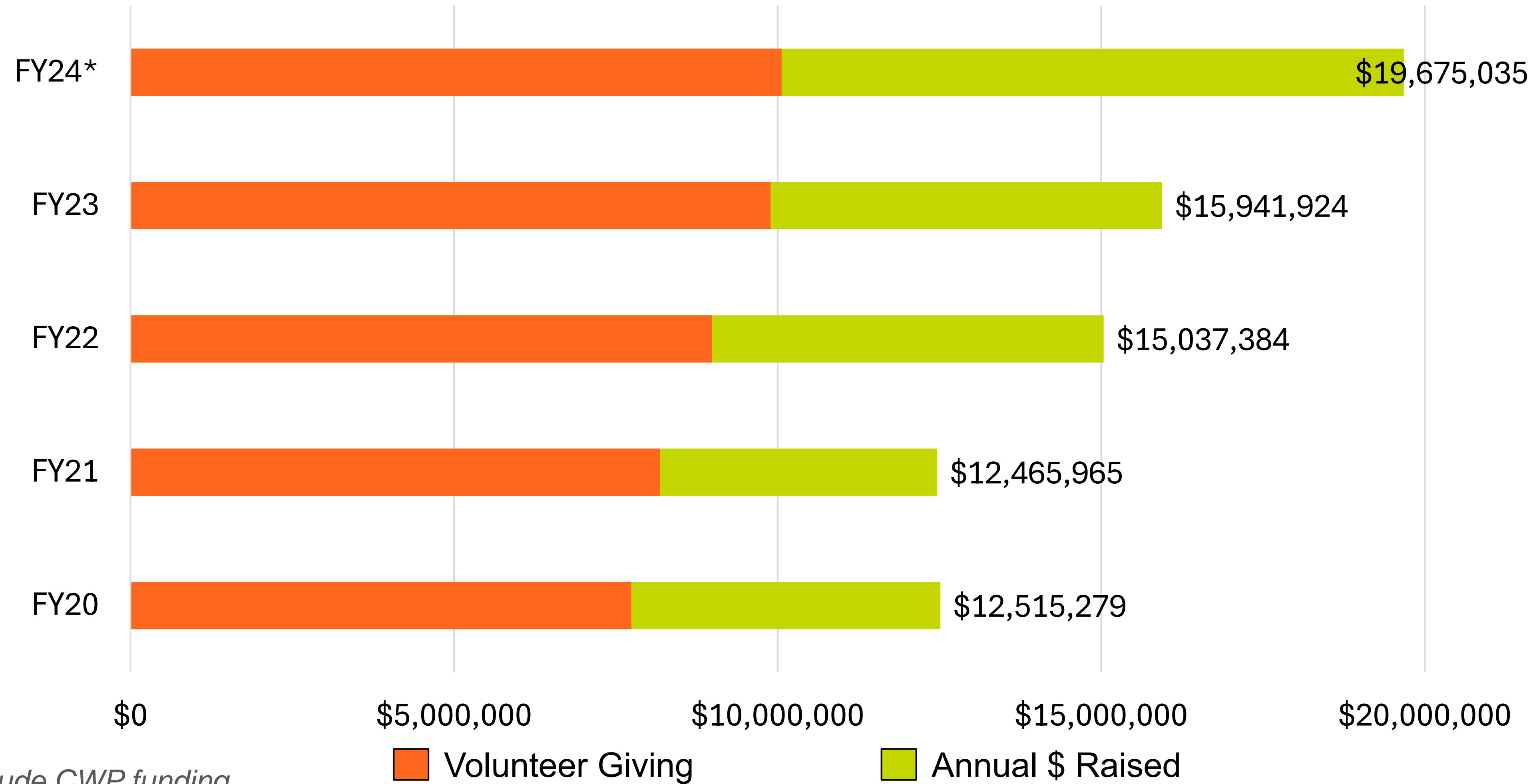
Don't

Count them out

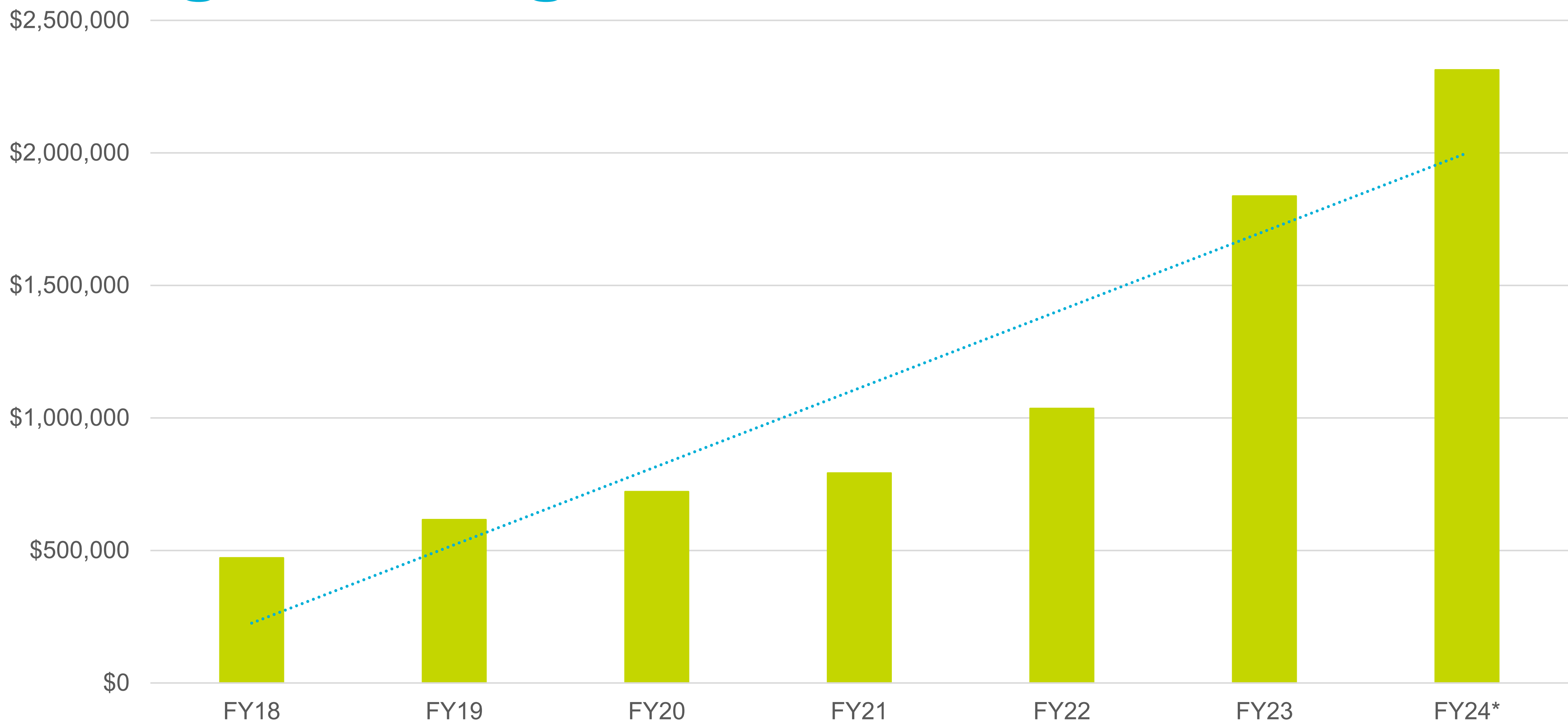
Make fundraising asks every time you see your regs

Put being a regular volunteer behind a paywall

Direct and Inspired Volunteer Giving



Giving from regular volunteers



** Does not include CWP funding*

Exceptional Results

Corey

- Tracking participation to increase engagement

3rd Act

- Empowering your Crew Leaders



Summary

1. Regs can be a game changer
2. Start your reg program slowly and build over time
3. Communication is key
 - a. Internal & External
4. Build a community
 - a. Empower them to talk about Habitat with others
5. Fundraising is recognition



Thank you!

Contact us

Shane Ellanson

(612)305-7235

shane.ellanson@tchabitat.org

Sean Koebele

(612)305-7174

sean.koebele@tchabitat.org

