

Virtual Training Series

Volunteer Recruitment and Retention, Part I

Center on Budget & Policy Priorities

October 12, 2016

**Patrice
Teetermoran**
Volunteer Maryland



The Get It Back Campaign

- National effort to connect eligible workers to tax benefits
- Promote the Earned Income Tax Credit, the Child Tax Credit, free tax preparation, and other tax benefits
- Work with a network of diverse partners
- Provide outreach tools, trainings, and resources to help you link eligible workers to the tax credits and free tax help

www.eitcoutreach.org



Volunteer Resources

Volunteer Resources

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VOLUNTEER RECRUITMENT & RETENTION



Patrice Teetermoran
Volunteer Maryland
patrice.beverly@maryland.gov

Volunteer VM Maryland!

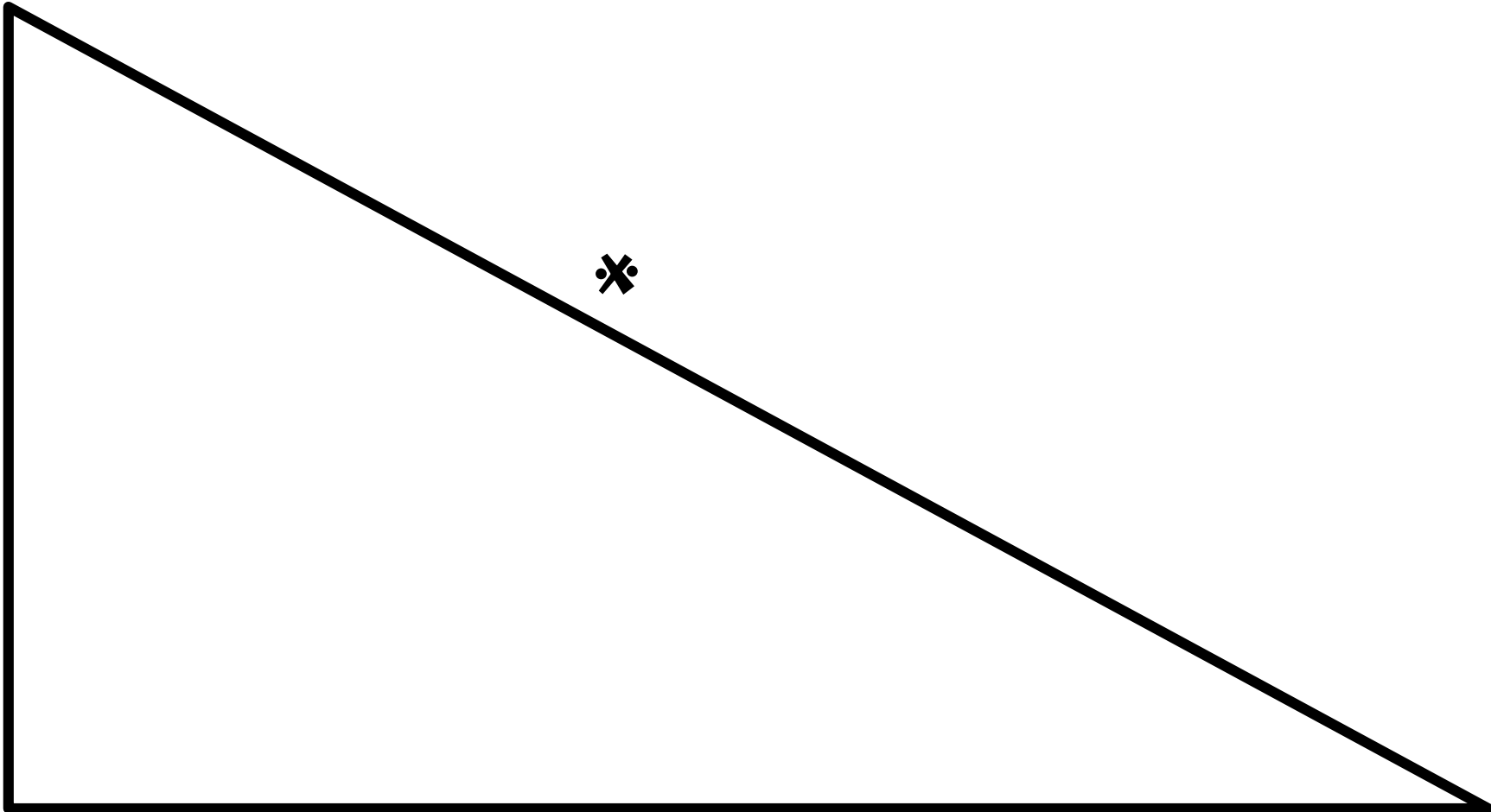


Volunteer Maryland creates volunteer programs with nonprofit organizations, government agencies, and schools. Through an 11-month partnership, we place individuals to serve as volunteer coordinators. With training and support, the volunteer coordinator's role is to create a volunteer program that fits the needs of the organization and the community served.



$$a + b = v$$

What are your variables?



2000

Episodic Volunteering

Changing Demographics

Small Numbers of Volunteers Doing Most of the Work

New Sources of Volunteers

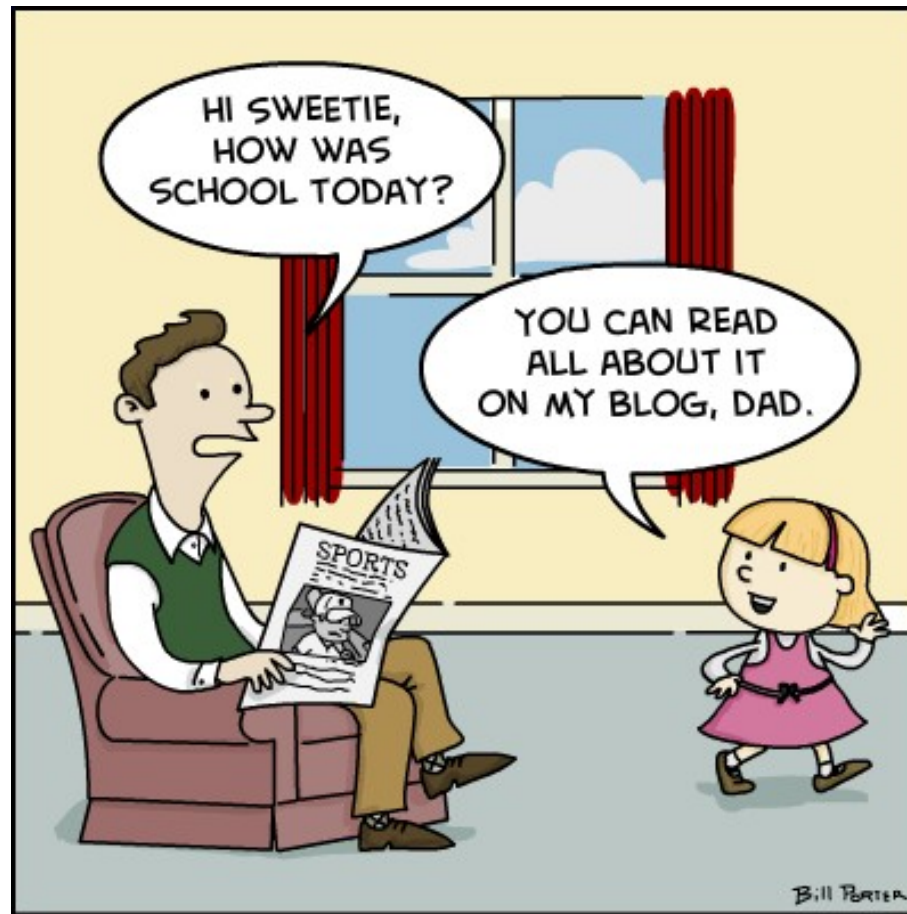
Technology

Risk Management

Tension Between Volunteers and Paid Staff



Y2K



"In case you're worried about what's going to become of the younger generation, it's going to grow up and start worrying about the younger generation."

Roger Allen

The Theory

People who grow up during the same era and experience the same defining events tend to hold similar attitudes and values, sometimes for life.



Which Generation are You?

GI Generation



Baby Boomers



Millenials



Silent Generation



Generation X

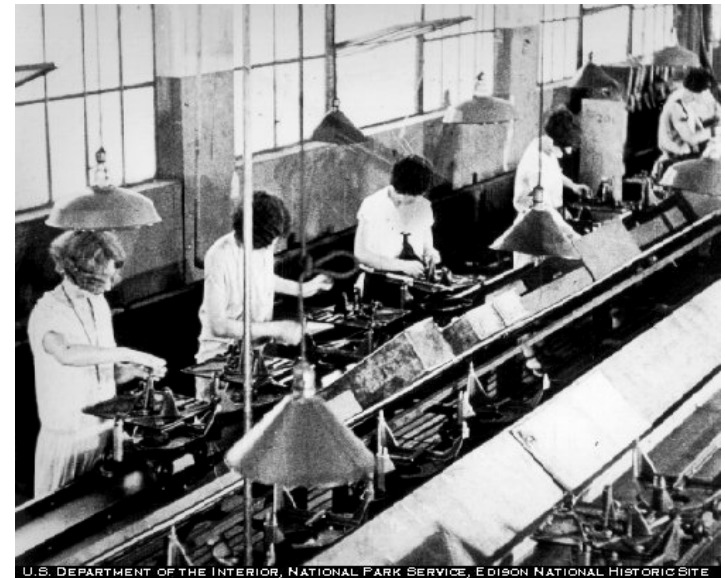
Work/Volunteer Preferences

1901-1945



Self-sacrificing
Defined positions
Routine, repetitive work
Regular, ongoing volunteering
Top/down management
Organizational loyalty
Follow the rules
Status quo
Efficiency

Traditionalists



U.S. DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE, EDISON NATIONAL HISTORIC SITE

Work/Volunteer Preferences



1946-1964

Self-fulfillment

More selective

Flexibility

Team work

Episodic, sporadic

Love/hate relationship with authority

Consensus management

Cautious organizational loyalty

Questions rules



Baby Boomers

Work/Volunteer Preferences



1965-1981

Learn new skills to increase marketability
Utilize technology
Independent problem-solving
Multiple projects
Hands-off supervision
Respect competence, not positions or titles
Mistrust institutions

Gen X

Work/Volunteer Preferences

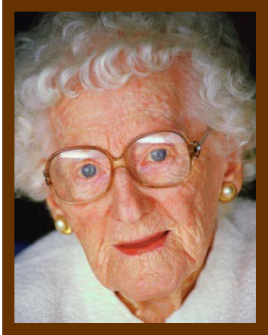


1982-2001

- Socially conscious
- Personalized work
- Work best in teams
- Immediate outcomes; no “menial” work
- Assume leading edge technology
- Flexibility in how and where work gets done
- Leaders as intimate allies
- Coaching and feedback
- Fun

Millennial

GI Generation



Baby Boomers



Millenials



Silent Generation



Generation X

GI Generation



Baby Boomers



Millenials



Silent Generation



Generation X



Generation Z

Volunteer Trends 2016

- Today's volunteers have goals.
- They're driven by results.
- They're mobile.
- They're self-directed.
- They have multiple interests.
- They often seek short-term opportunities that use their skills.

The Characteristics of Volunteering Today

Volunteering Changes Throughout Our Lifecycle

Volunteers Today Are Different

Volunteering Is A Two Way Relationship



The Characteristics of Volunteering Today

Volunteering is Personal

Volunteering is a Way to Transfer and Develop Skills

Volunteering in Groups Appeals to All Ages

Finding Satisfying Volunteering is Not Easy for Everyone



Gaps

Group



Nope

Skills



New

Defined



Flex

Long-term



Short-term

Organization



Volunteer

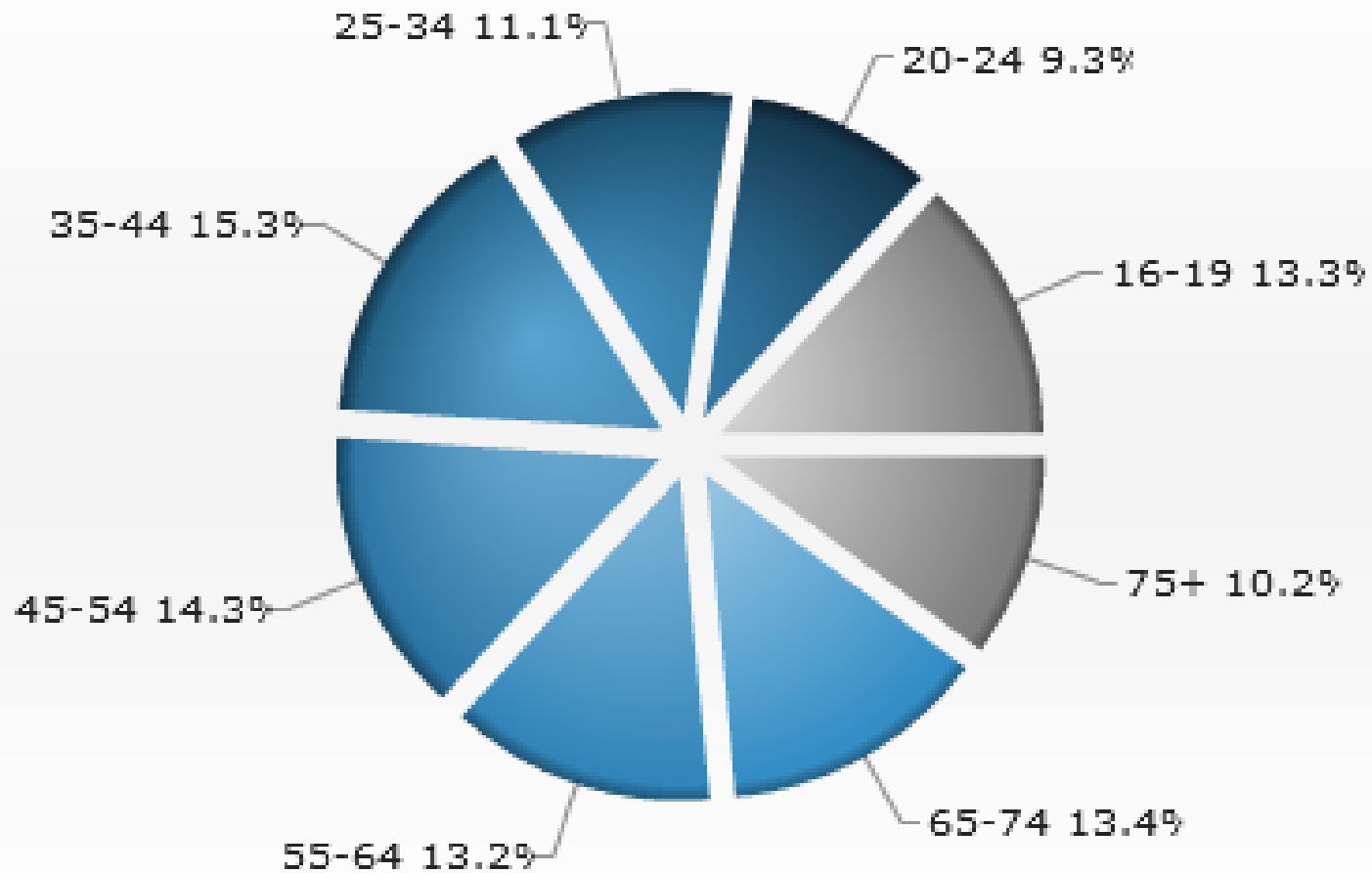
Volunteer Needs



Organization

Community Needs

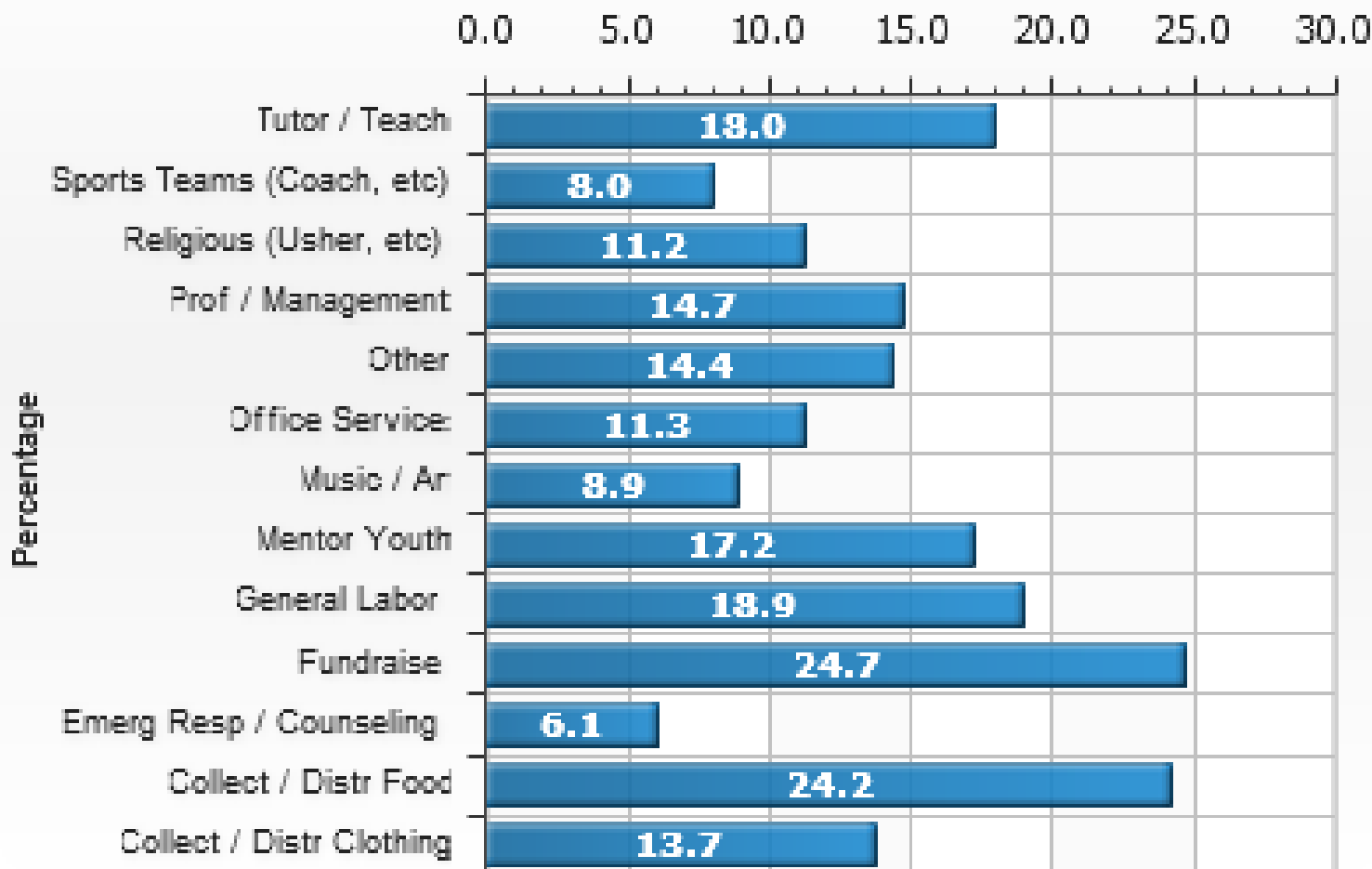
Age Group Rates



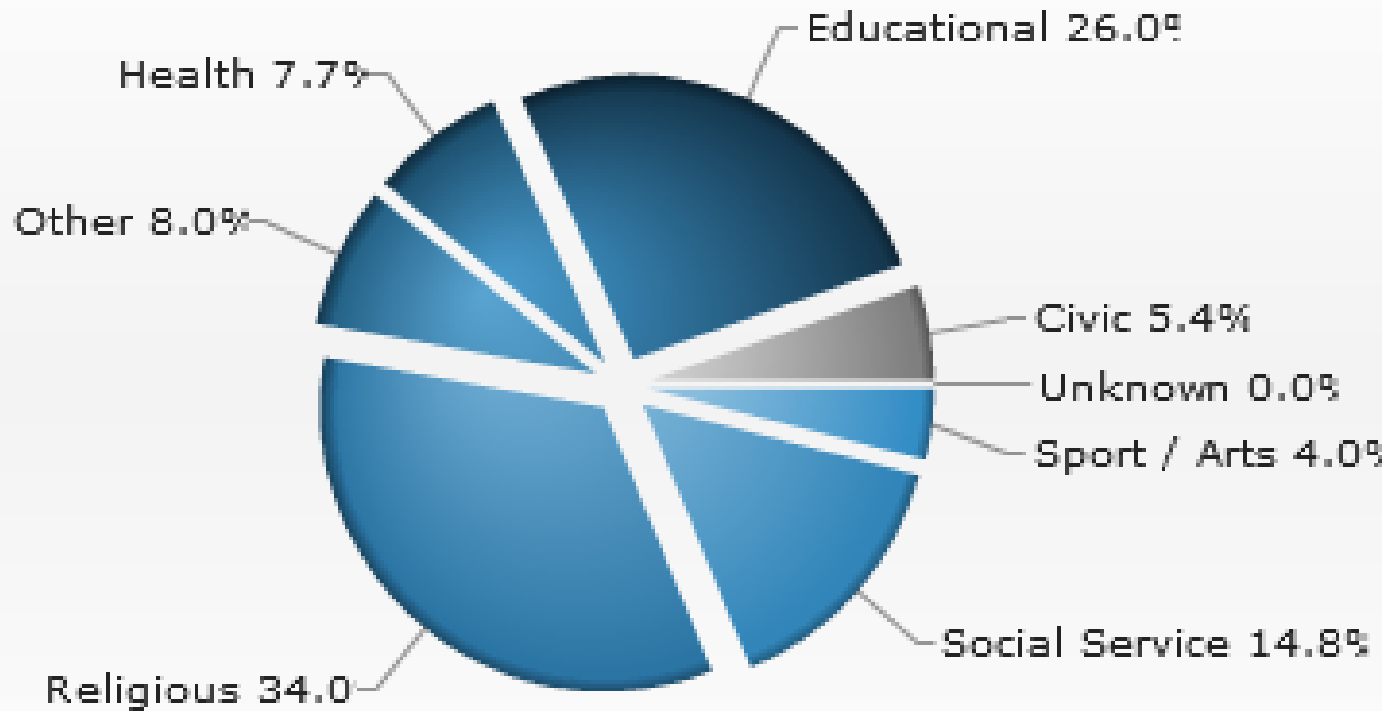
Numbers in the chart may not add up to 100% because of rounding

Main Activity

Activities

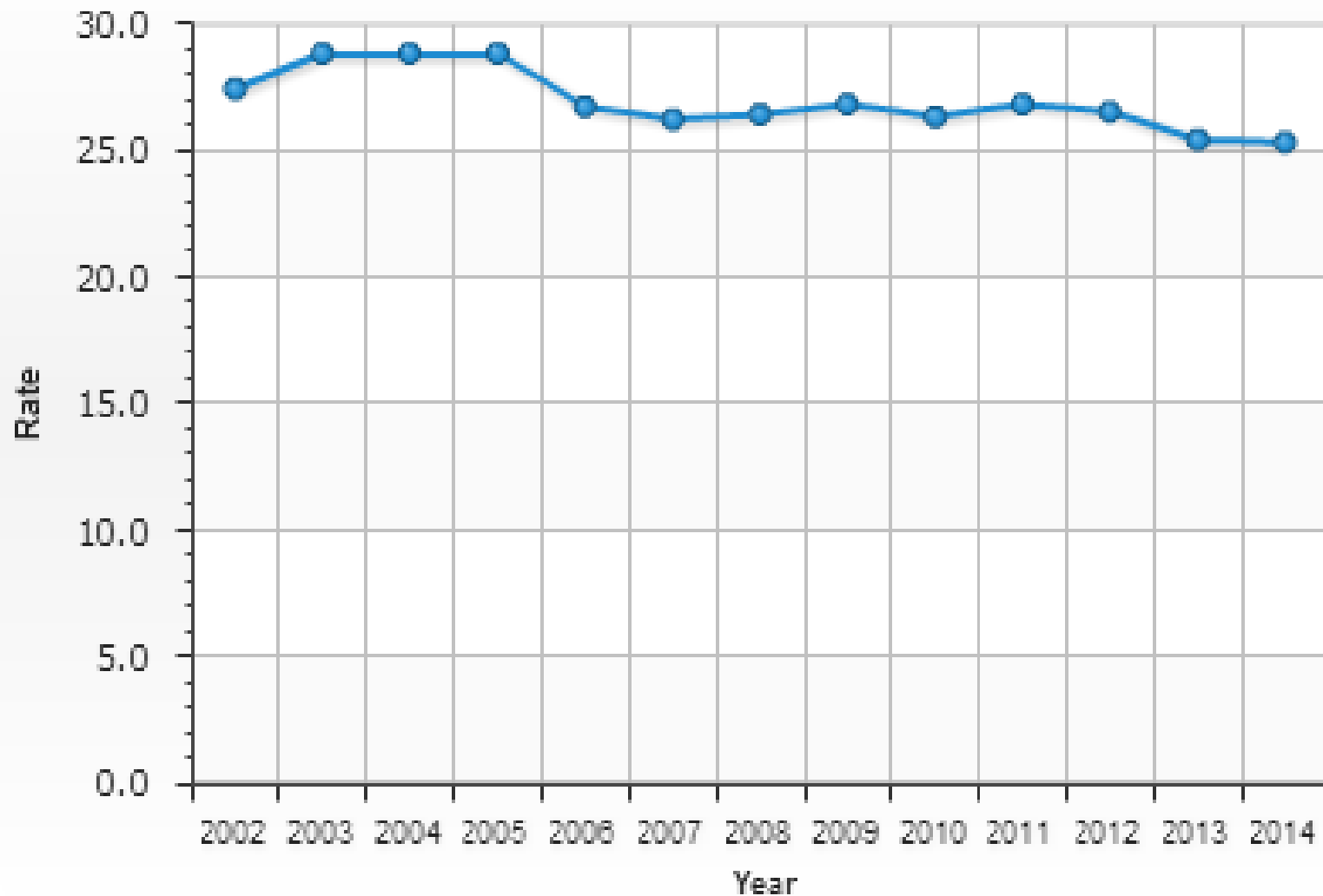


Main Organization

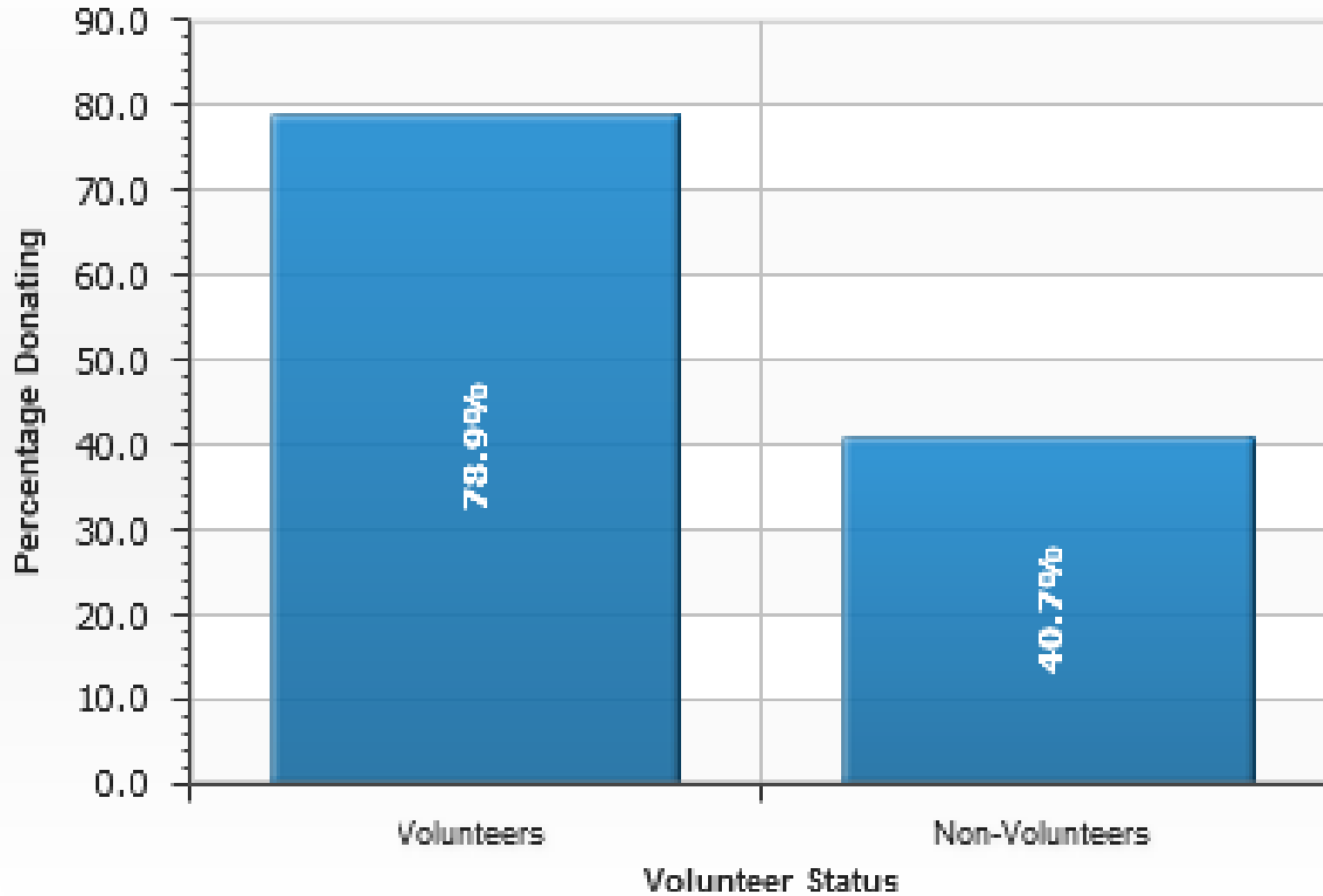


Numbers in the chart may not add up to 100% because of rounding

Volunteer Rate



Donations



Volunteer Types





VOLUNTEER
BÉNÉVOLES

C A N A D A



education/research

serve youth

environment

flexibility

sports



parents

impact

“world citizen”

feedback and certifications



Energy
Enthusiasm

Skills
Flexibility
Friends

“Tell me what you need done, not how to do it
and when to do it!”





results-oriented

hobby

efficiency



not work

measure progress

flexibility



Skills
Passion



New Skills
Results
No Hierarchy

**“I don’t necessarily want to volunteer in what I do
all day at work”**





largest volunteer group

clear leaders



loyal

management

meaningful engagement

time but flex

Loyal
Engagement
Leadership



Impact
Purpose
New Skills

“I’ll do anything you want, just don’t ask me to go to a meeting!”





busy schedules

differences



family cohesion

values

Interest
Commitment



Time Together

Instill values

Family-Friendly Opportunities

“I want to volunteer as a family to instill the sense of volunteerism in my children to continue the betterment of community later in life.”



Big Turnoff - Top 4

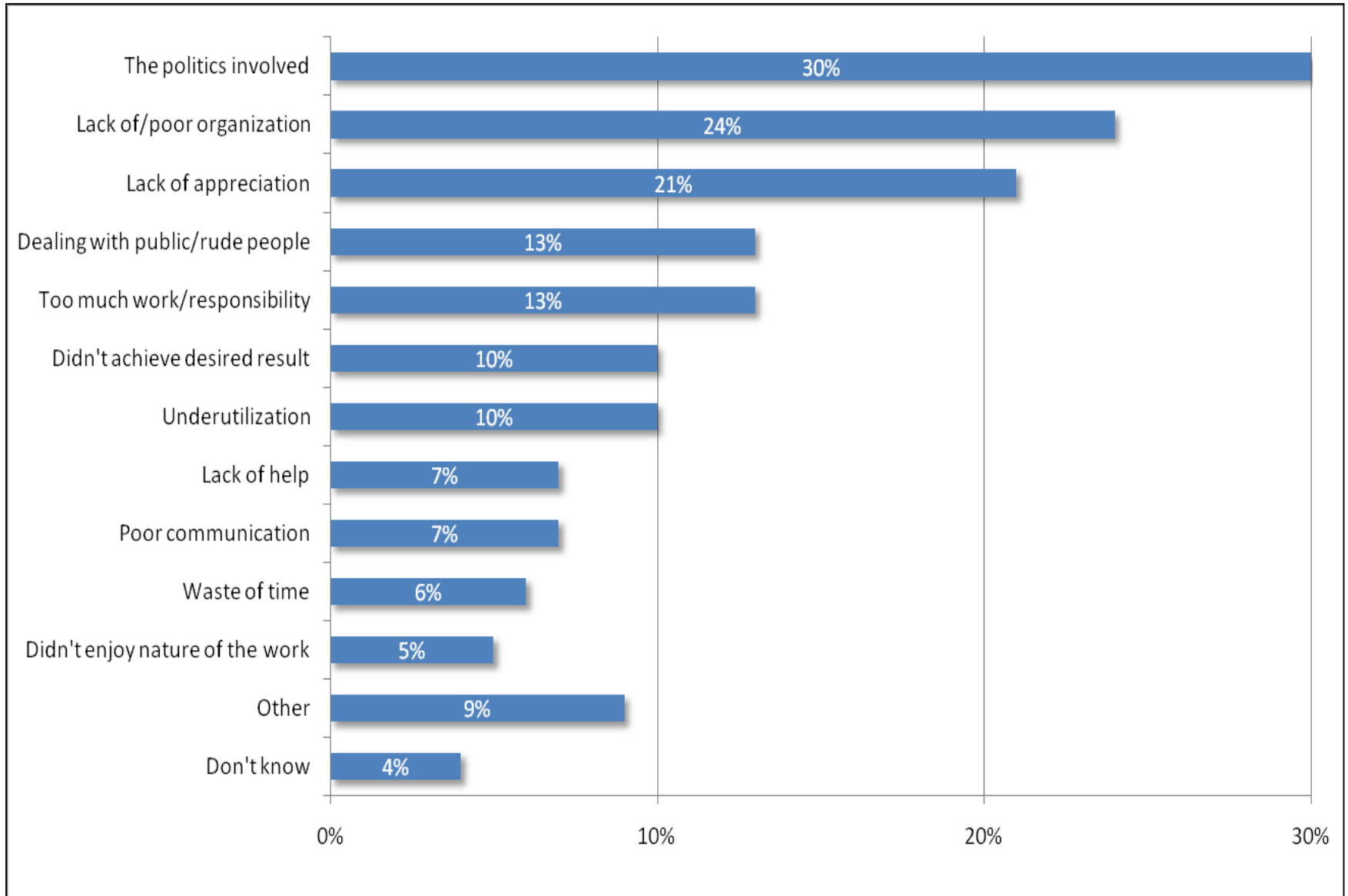


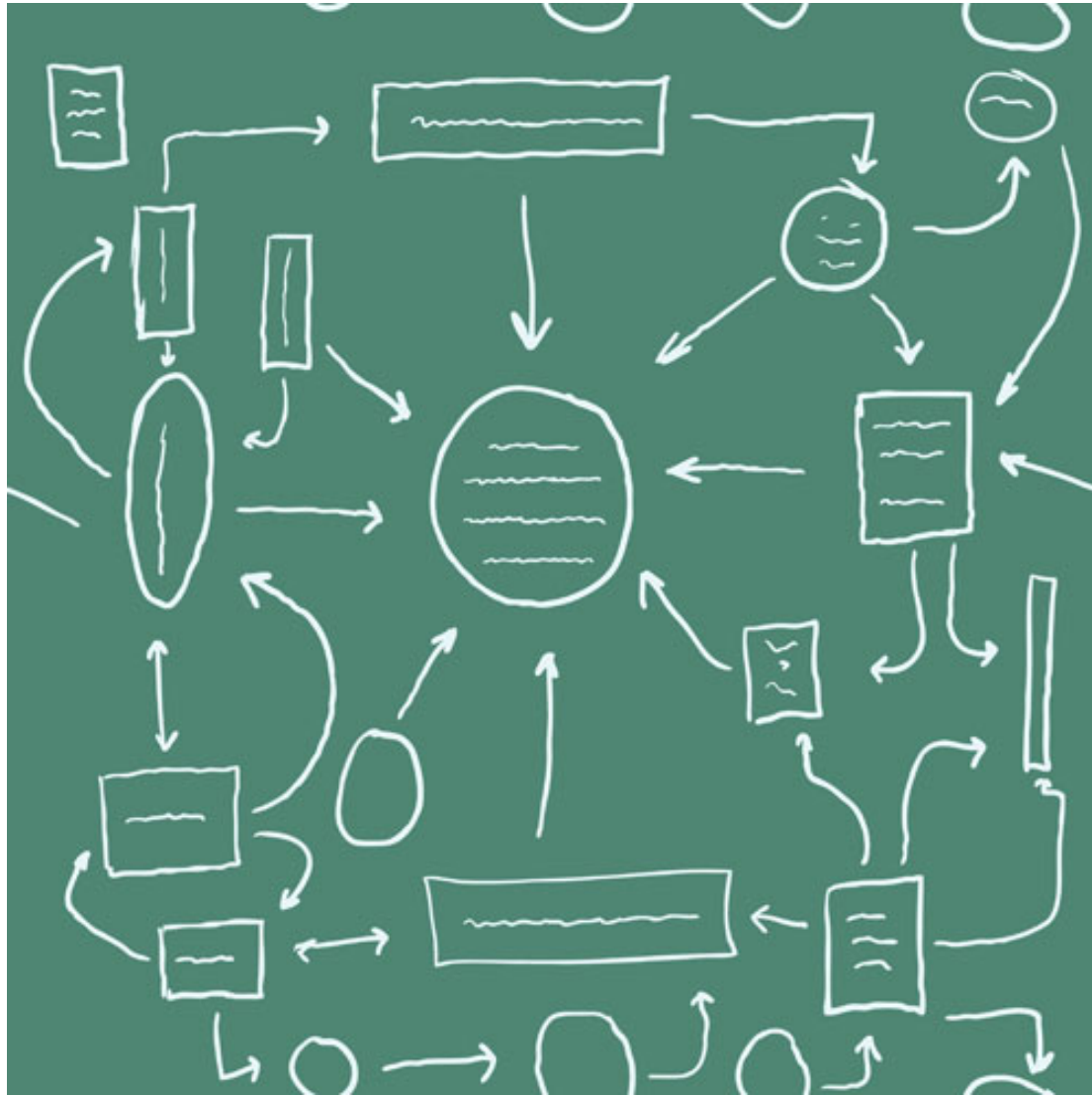
Perceived organizational politics

Belief that their skills were not being put to the best use

Feeling like they were not making a difference

Frustration with lack of organization related to the volunteer activity



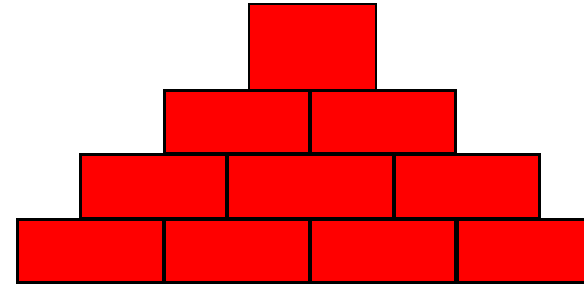


Where do I start?



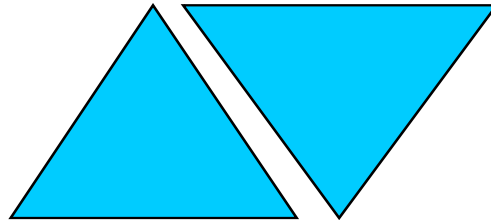
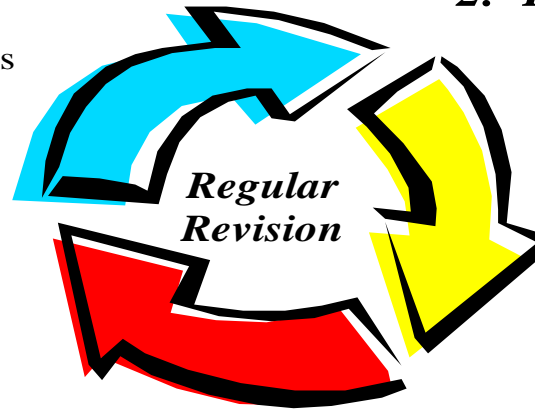
1. Big Picture

Community Need
Agency Mission
Program Vision
Key Players
Budget/Resources
Evaluation
Sustainability



2. Foundation Building

Needs Assessment
Staff Investment
Volunteer Motivation
Timeline
Policies and
Procedures
Reporting and Record
Keeping
Position Descriptions



3. Program Implementation

Recruitment
Interviewing and Screening
Orientation and Training
Supervision and Recognition
Volunteer/Paid Staff Relationships

NEEDS THEORY

NEEDS THEORY

Why do we do stuff?



NEEDS THEORY

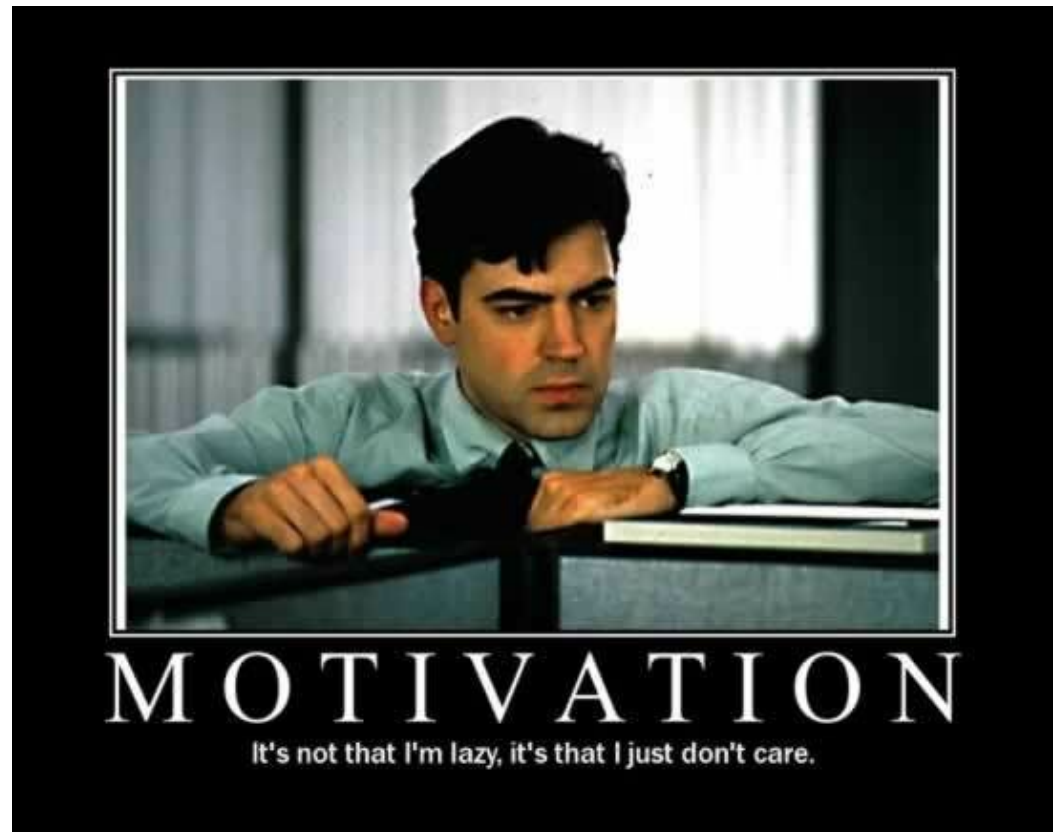
McClelland's
Motivational Needs



Volunteer Motivation

Three motivational orientations:

- **Achievement**
- **Affiliation**
- **Power**



Achievement

They need:

- concrete feedback
- independence
- good delegation

They like:

- specific tasks
- learning new skills
- challenges

They get bored if not challenged and they focus more on tasks than on people.



Affiliation

They like:

- 😊 relationship building
- 😊 working with others
- 😊 harmony in the office

They need:

- caring supervisor
- time to chat
- a team!

They may avoid conflicts or neglect to report on problems right away.

Power

They like:

- 💡 to bring about change
- 💡 to test the limits of their authority
- 💡 to debate rules and change systems

They need:

- strong leadership
- clear policies
- inclusion in decision-making

They may focus on big picture more than relationships or day-to-day tasks.



POSITION DESCRIPTIONS

“The single biggest mistake made in volunteer programs is recruiting participants without a clear idea of what they will do once they report for duty.”

Susan Ellis

POSITION DESCRIPTIONS


 **Position title**

 **Purpose**

 **Duties**

 **Qualifications**

 **Time requirements**

 **Orientation and training**

 **Benefits to the volunteer**

 **Evaluation and reporting procedures**

 **Location**

 **Supervisor**

 **Agency contact**

POSITION DESCRIPTIONS

Family Pet

 **Position title**

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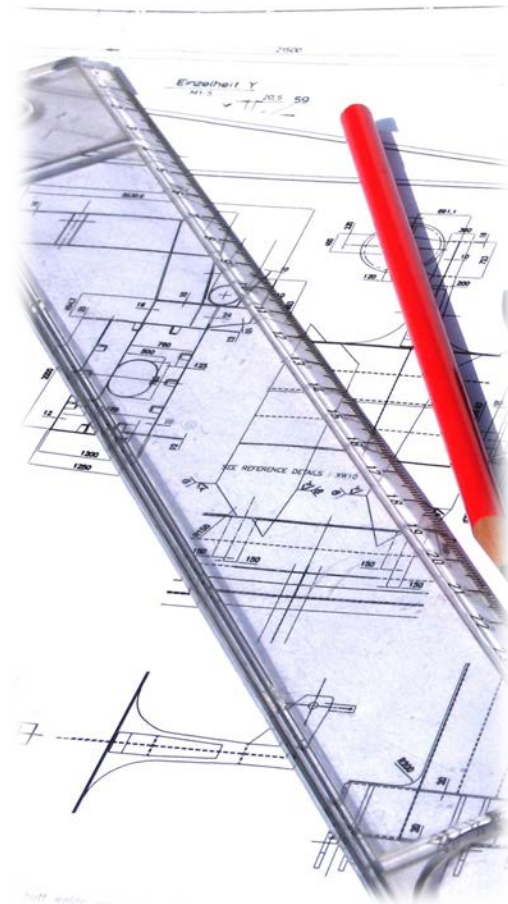
 **Location**

 **Supervisor**

 **Agency contact**

Recruitment Planning Steps

- 1. Review past efforts**
- 2. Specify volunteer position needs**
- 3. Establish deadlines**



Recruitment Planning

Personal

Targeted

General



RECRUITMENT MESSAGE

- **Statement of Need**
- **How Can You Help?**
- **Address Fear/Barriers**
- **Benefits**
- **Contact Information**



TIPS TO KEEP IT FRESH

- **Keep information updated.**
- **Switch up content based on listener.**
- **Incorporate stories.**
- **Practice!**



what's

your

story

?

A word cloud centered around the phrase "Social Media". The words are arranged in a roughly circular pattern, with "Social Media" being the largest and most prominent. Other significant words include "Facebook", "Engagement", "LinkedIn", "Instagram", "Pinterest", "Audience", "Digital", "ROI", "SEO", "Twitter", "Google+", "HootSuite", "Marketing", "Content", "YouTube", "Share", "Networking", "Digg", "Friend", "Tools", "Like", "Optimization", and "Marketing". The colors used for the words include shades of red, orange, yellow, green, and purple.

HootSuite
Instagram LinkedIn
Google+ Tweet
Share Twitter Engagement ROI
Networking
Optimization
Social Media
Digg Friend Pinterest
Tools SEO
Like
Marketing Facebook Audience
YouTube Content



- Multimedia
- Inspirational
- Asking questions
- Humor



The Humane Society of the United States via Monmouth County SPCA

Follow

Repinned 38 weeks ago from Cute & Funny



next, say you like cats...the ladies LOVE that

Ice Bucket Challenge



<http://youtu.be/kYNPtDbykp0>

Take the "No Ice Bucket" Challenge

By Will Oremus

f 1559k t 1.6k m 544



Essential for iced tea. Inessential for charity.

Dennis Tabler / Shutterstock.com

Facebook has become saturated with videos of people dumping buckets of ice on their heads.



WILL OREMUS

Will Oremus is Slate's senior technology writer.


S+ t f m

They're taking the **#icebucketchallenge**, a viral phenomenon whose ostensible purpose is to raise money for charity. The challenge is simple: Either donate \$100 to a given cause, or douse yourself with ice, film it, and pass the challenge on to others via social media.

The long list of participants so far

Slate

FROM SLATE PLUS



Bloopers and Outtakes
From Ask a Homo



Democrats Hate All "Dark Money," Except the Millions They Raise




Help! I Want to Be a Stay-at-Home Dad, but My Wife Says No.



PROGRESS IS EVERYONE'S BUSINESS
See how Goldman Sachs is helping the Brooklyn Navy Yard grow.

WATCH THE VIDEO

FROM SLATE PLUS



The Art of Out of Office Auto Replies

FROM CNN

Video shows police beat Christians



Why Google Bought a Spoon



Chief Justice John Roberts Says \$1,000 Can't Buy You Influence in Congress. Looks Like He's Wrong.



Here Are the "Straightest" Ice Cream Flavors in the Parlor

AmeriCorps



AMERICORPS REACHES

**ONE MILLION
MEMBERS**

#10F1MILLION

AMERICORPS.GOV/ONEMILLION



- Share news
- Education
- Events
- Multimedia
- Inspirational
- Asking questions
- Humor

- Link to opportunities



San Antonio Food Bank

Pinned 3 weeks ago from safoodbank.org

Follow



Sort-A-Thon NOVEMBER 30 AND DECEMBER 1 9 A.M., 1 P.M. & 5:30 P.M. BOTH DAYS SAN ANTONIO FOOD BANK Volunteers are needed in our warehouse to work 3-hour shifts to sort through food donations that come in from the Food 4 SA campaign. Thirty - forty volunteers are needed per shift to help. To volunteer, fill out the online application on our website www.safoodbank.org, or contact via email <mailto:volunteer@...> or at 210-431-8388.



Add a comment...

Pinned onto the board

SAFB Events

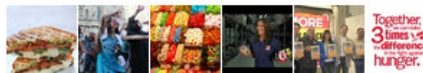
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San Antonio Food Bank

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Pinned via web from

safoodbank.org



- Talk about your industry



Massachusetts Service Alliance shared AmeriCorps Alums's photo.

August 23

Not to be a squeaky wheel and vocal proponent for really great programs that connect neighbors and communities, help conserve our natural resources, promote public education, engage volunteers and JUST MAKE SENSE, but, well, you know... Service works.

Just in case anyone ever asks you how impactful just one AmeriCorps can be, show them this great infographic from ServiceNation!



AMAZING IMPACT OF JUST ONE AMERICORPS MEMBER

ON AVERAGE NATIONALLY

- TUTORS **27** CHILDREN
- SERVES **890** HOURS
- RECRUITS **31** VOLUNTEERS
- RAISES **\$8,430** CASH/IN-KIND RESOURCES FOR THEIR COMMUNITY

ALL FOR **\$10,100** FEDERAL DOLLARS

PRODUCED BY

**SERVICE
NATION**

ALL INFORMATION FROM CNCS STATE IMPACT REPORTS FOR FY 2011-2012, CNCS GRANTEE WEBSITES, AND STATE SERVICE COMMISSION

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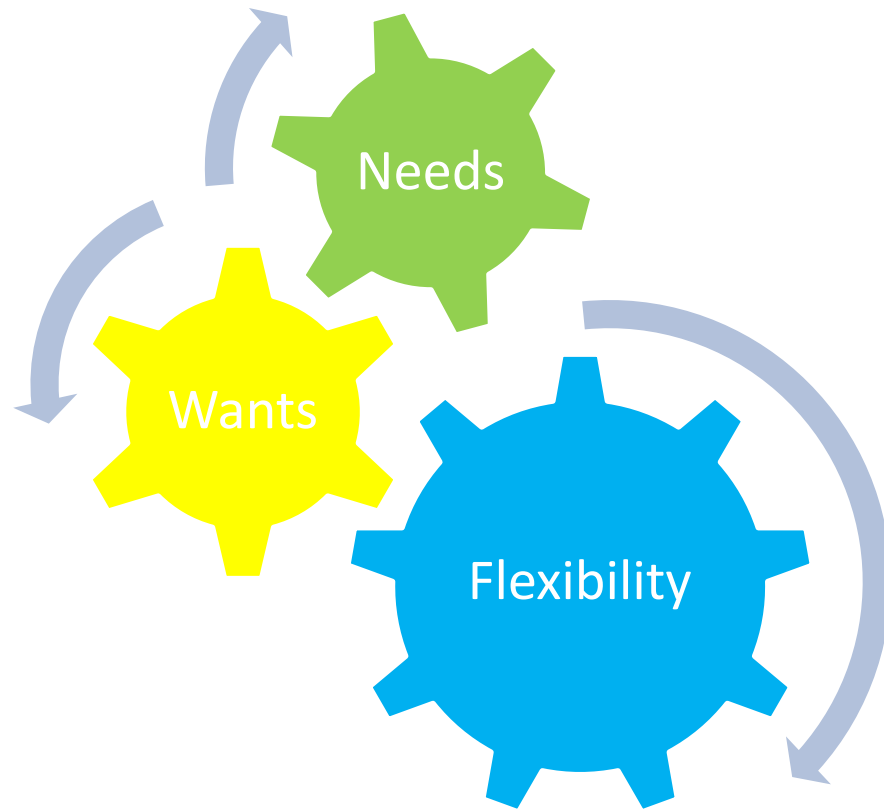
👍 4 💬 2



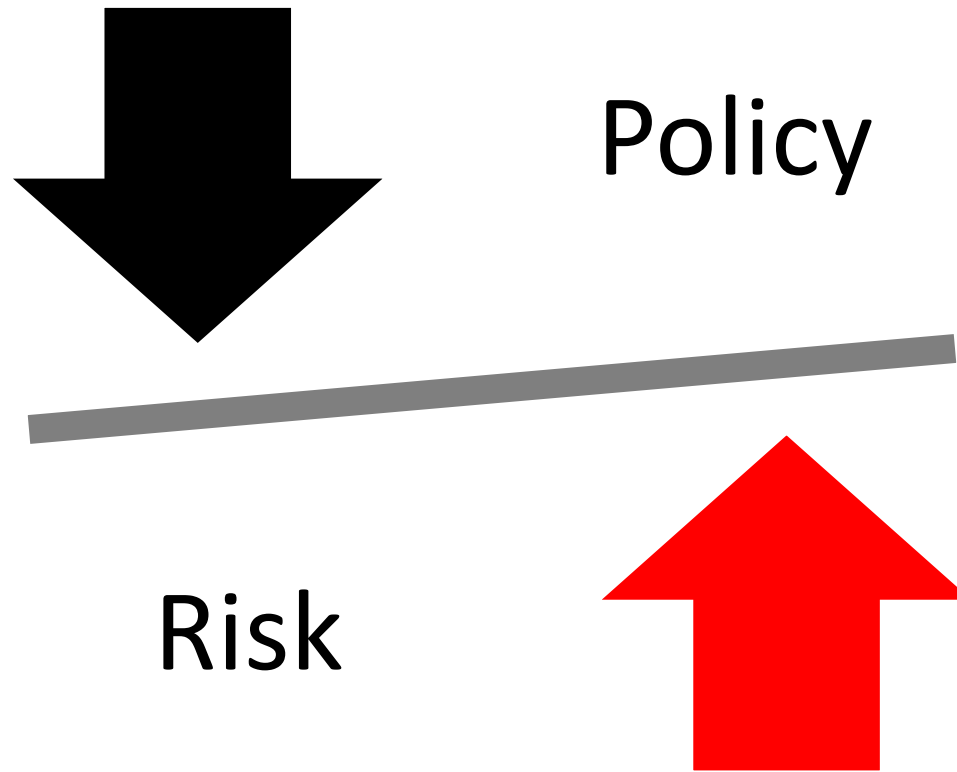
volunteer

organization

Designing specific, set volunteer roles and also being open to volunteers determining the scope of what they can offer.



Being well organized but not too bureaucratic.



Matching skills to the needs of the organization but not assuming that everyone wants to use the skills related to their profession, trade, or education.



duties

benefits

qualifications

Big Turnoff - Top 4



Perceived organizational politics

Belief that their skills were not being put to the best use

Feeling like they were not making a difference

Frustration with lack of organization related to the volunteer activity

Big Turnoff - Top 4

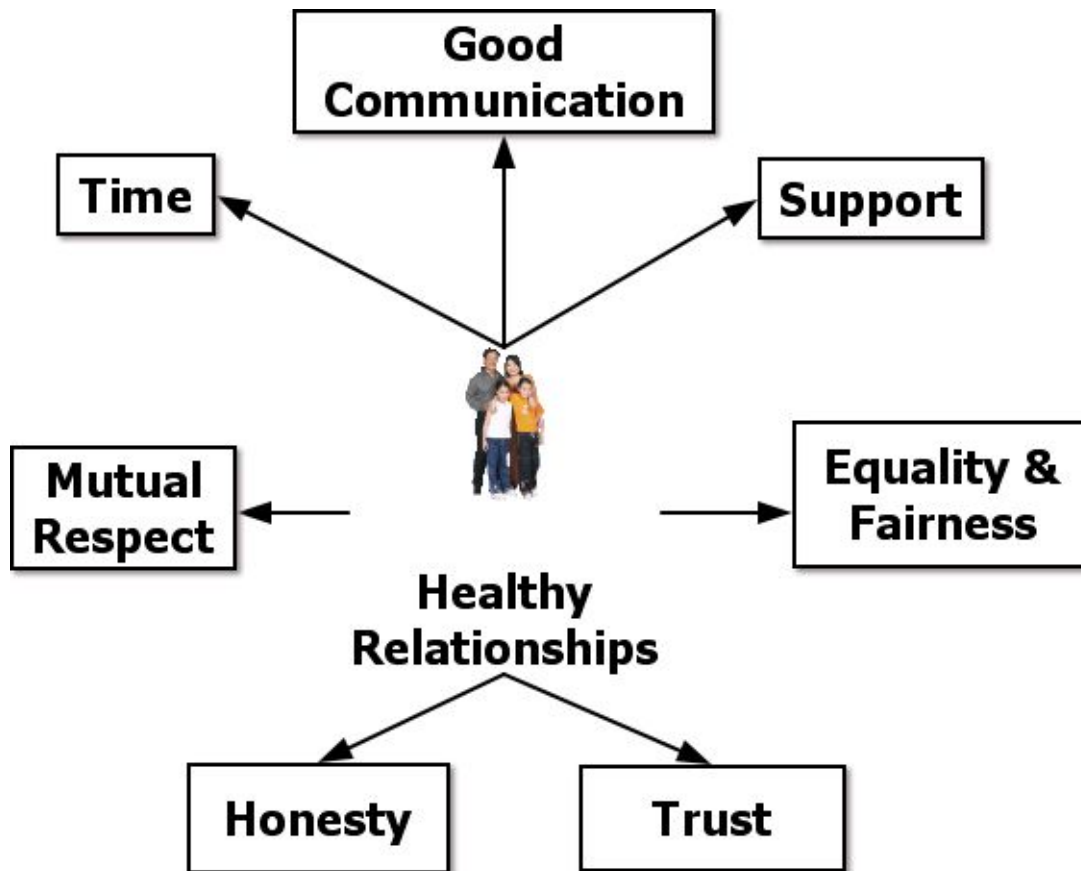


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Frustration with lack of organization related to the volunteer activity



Questions?



Recap:

- Understand your volunteers' needs
- Learn what motivates them
- Tailor your [volunteer messaging](#)



Part II: What Really Works

- Wednesday, Oct 18, 3pm ET
- Presenters:
 - **Keely Andrews**, Enterprise Community Partners, Inc. – Cleveland, OH
 - **Lauren Schwanz**, Uintah Basin Association – Roosevelt, UT
 - **Sharon Baldwin**, Baltimore CASH Campaign – Baltimore, MD

Thank You for Joining!

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