

**YOU'VE RECRUITED YOUR
VOLUNTEERS...NOW WHAT?**

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Volunteers are drawn to your agency because of your mission and the work that you do.

They stay with your agency because of the relationships they've built.

THE THREE BIG R'S

Recruitment

Recognition

Retention

COMPONENTS OF A SUCCESSFUL PROGRAM

1. Define why you need volunteers
2. Design valuable volunteer opportunities
3. Screen, interview and place thoughtfully
4. Bring them on board with orientation
5. Recognize the efforts of your volunteers

YOUR NEED FOR VOLUNTEERS

- ✘ This starts with an understanding of why your agency wants or needs volunteer support
- ✘ Consider the different levels of volunteers and the role each plays in your organization
- ✘ Strong staff support in place for volunteers

HOW YOU USE VOLUNTEERS

- ✘ Is this job something you'd be willing to do yourself?
- ✘ Develop written job descriptions
- ✘ Carefully evaluate the skills you need to complete the job
- ✘ Carefully evaluate the time commitment needed
- ✘ Do your volunteers need to have specific skills, or do you have the resources to train?

MATCH THOUGHTFULLY

- ✘ Screening and interviewing facilitates the volunteer's commitment to the organization
- ✘ Provides the opportunity to match skills with your needs AND the needs of the volunteer.
- ✘ The most important step you take is placing the right person in the right job!

WHAT MOTIVATES VOLUNTEERS?

It's very helpful to understand what motivates people in general.

This can be a very valuable tool to ensure that you're matching the right person to the right job.

PERSONAL MOTIVATION MODEL

McClellan/Atkinson Motivation Model:

- ✘ Achievement
- ✘ Affiliation
- ✘ Power

THOSE MOTIVATED BY ACHIEVEMENT

- ✘ Very goal-oriented
- ✘ Need checkpoints to know they are on track
- ✘ Need specific instructions that are measurable
- ✘ Love challenges and beating previous records
- ✘ Organized
- ✘ Problem-solvers
- ✘ Work well alone

ASSIGNMENTS FOR ACHIEVERS

- ✘ Fundraisers
- ✘ Membership campaigns
- ✘ Events
- ✘ Research and analysis
- ✘ Reports
- ✘ Nitty gritty work

THOSE MOTIVATED BY AFFILIATION

- ✘ Motivated by relationship opportunities
- ✘ Want everyone to be happy
- ✘ Love teams or committee assignments
- ✘ Pay attention to how people feel
- ✘ Care about what people think of them
- ✘ Work well with people who are friendly and like personal relationship with subordinates
- ✘ Prefer to work with others

ASSIGNMENTS FOR AFFILIATORS

- ✘ Event ushers/ticket takers
- ✘ Task force members
- ✘ Hospitality and/or banquet committees
- ✘ Recognition events
- ✘ Case workers
- ✘ Senior center worker
- ✘ Friendly visitor
- ✘ Social activity worker

THOSE MOTIVATED BY POWER

- ✘ Positively work to empower others
- ✘ Want to impact and influence
- ✘ Like to inspire others
- ✘ Can work alone or with others
- ✘ Understand the political aspects of work
- ✘ Read people well
- ✘ Like to be used as a resource
- ✘ Feel information is critical to success

ASSIGNMENTS FOR POWER PEOPLE

- ✘ Public speaking
- ✘ Fundraising one-on-one or to a group
- ✘ Writing newspaper articles
- ✘ Chairing events that bring public attention to a cause
- ✘ Managing many people
- ✘ Solving complex problems
- ✘ Opportunities which offer creativity/flexibility
- ✘ Assignments that others say “can’t be done”

THE VOLUNTEER INTERVIEW

The most effective tool you have to properly place volunteers is the interview.

WHY INTERVIEW VOLUNTEERS?

- ✘ This shows volunteers that you take their time seriously
- ✘ It also demonstrates that you take your volunteer program seriously
- ✘ A face-to-face meeting is a better way to gauge what the volunteer is looking for and how it might fit into your needs/plan

SCREENING & INTERVIEWING

- ✘ Find the right person to make the ask and conduct the interview
- ✘ Use indirect questions to get the true answer
- ✘ Interview time should be uninterrupted
- ✘ Be an active listener – don't talk too much
- ✘ Answer questions honestly
- ✘ Pay attention to your gut reaction
- ✘ Don't promise anything
- ✘ Be willing to share information

PITFALLS OF SCREENING INTERVIEWS

- ✘ Asking leading questions
- ✘ Making decisions too early
- ✘ Allowing a time crunch to shorten an interview
- ✘ Talking to much or letting conversation wander
- ✘ Not giving enough information on the job or your agency
- ✘ Not being candid about your needs
- ✘ Not getting back to the candidate in a timely manner

PROVIDE ORIENTATION

- ✘ Orientation gives the volunteers the feeling of belonging and status
- ✘ It demonstrates their value to your agency
- ✘ Sharing information about the agency reinforces their commitment to the cause
- ✘ It also prepares them to be an ambassador for your agency in the community
- ✘ Be sure to include information about how their particular role/job contributes overall.

RECOGNIZING VOLUNTEERS

Having an annual banquet or recognition event is not a “Recognition Plan”

WHAT IS VOLUNTEER RECOGNITION?

User-oriented

Continuous, on-going and a critical component of management

WHAT IS VOLUNTEER RECOGNITION?

Sincere and honest

Timely

WHAT IS VOLUNTEER RECOGNITION?

Recognition must understand
motivation

Recognition must embrace volunteer
diversity

WHAT IS VOLUNTEER RECOGNITION?

Recognition must be shared openly

Recognition should be creative

Recognition must be an integral part of
your organizational climate

VOLUNTEER RETENTION

If you're doing all the things we've just reviewed, chances are you're going to have a high volunteer retention rate!

SOME ADDITIONAL THOUGHTS

Always be prepared for your volunteers

Accept feedback

Act on the feedback you receive

If you're unable to act on their
feedback, tell them why

SOME ADDITIONAL THOUGHTS

Continual evaluation of your program
and volunteer jobs

Offer promotions to your volunteers

Staff/volunteer relationships

**Never underestimate the value
of a personal touch!**