

# Find and Keep Volunteers

SV101 – Part 1



# Find and Keep Volunteers

Imagine hosting an event in your community without volunteers...in most cases, it just wouldn't happen! Quality volunteers are essential for successful recreation activities and events in rural and remote communities. So how do we find, motivate and keep them?

In this learning event, explore resources and tools to help you involve and engage local residents and make a difference in your community.



# Learning Objectives

- Recognize the value of volunteers in recreation.
- Explain the increasing importance of engaging local volunteers.
- Understand useful strategies for recruiting, motivating, recognizing, and keeping volunteers.

# About Your Trainer

Add description



# Required Learning Activity 1

Read the following questions. Prepare to discuss them on the first conference call on March 21<sup>st</sup>:

1. What do you see as the benefits of having volunteers involved in recreation in your community?
2. How is volunteering in Northern communities different today, compared to when your parents grew up?
3. Choose one way to recognize volunteers you haven't done before, but would like to try (see slide #21 for suggestions).

*NOTE: If you can't participate on the call, share your answers in the Week 1 Forum by \_\_\_\_\_.*

# Required Learning Activity 2

## Get To Know Your Volunteers:

1. Use the Window of Work form to interview a potential volunteer. This will take about 15 minutes and will result in an interesting conversation.
2. Post your interview in the \_\_\_\_\_ Forum by \_\_\_\_\_.
3. Read others' posts.
4. Prepare to share your thoughts during the conference call on \_\_\_\_\_.

*NOTE: If you cannot participate on the call, interview a potential volunteer using the Window of Work form and post in the \_\_\_\_\_ Forum by \_\_\_\_\_.*

# Required Learning Activity 3

## Volunteer Position Description

1. Prepare a Volunteer Position Description for an existing or new volunteer position in your organization or community.
2. Use the Position Description template (Word File or PDF)
3. Post your Volunteer Position Description in the \_\_\_\_\_ Forum by \_\_\_\_\_.

*HINT: Check out the October 2017 forum for examples of position descriptions completed by previous SV101 participants.*

What do you see as the benefits of having volunteers involved in recreation?

# A Framework for Recreation in Canada 2015

## Vision

Everyone engaged in meaningful, accessible recreation experiences, that foster:

Individual Wellbeing

Wellbeing of Natural & Built Environments

Community Wellbeing

## Values

Public Good

Inclusion & Equity

Sustainability

Lifelong Participation

## Principles of Operation

Outcome-Driven

Quality & Relevance

Evidence-Based

Partnerships

Innovation

## Goals

Active Living



Inclusion & Access



Connecting People & Nature



Supportive Environments



Recreation Capacity



Bottom Line?  
We Can't Do it  
By Ourselves!

# So, How Do We Recruit and Retain Quality Volunteers?

1. Understand and respond to volunteer trends.
  2. Focus on creating “community”.
  3. Apply the volunteer involvement cycle.
  4. Be clear about the specific talents you are seeking.
  5. Communicate the value or benefits of the volunteer position.
  6. Reverse the recruitment paradigm by tapping into a volunteer’s “glad gifts”.
  7. Be creative and personal about recognizing volunteers.
- 

# 1. Understand and Respond to Volunteer Trends

- a) How is volunteering in Northern communities different today, compared to when your parents grew up? For example, is the level of citizen engagement higher or lower than it has been in the past?
- b) Why do you think there has been a change?
- c) Is there anything different about today's volunteers?



# 1. Understand and Respond to Volunteer Trends (cont'd)

- Today's volunteers have goals.
- They want to see the impact of their efforts.
- They're mobile.
- They're self-directed.
- They have multiple interests.
- They often seek short-term opportunities that use and grow their skills.
- They're looking for family volunteer opportunities.

(Source: Volunteer Canada)



## 2. Focus on a Sense of “Community”

**Community Is Built On What We Have ...Not What We Need**

*(McKnight & Kretzmann, ABCD Institute)*



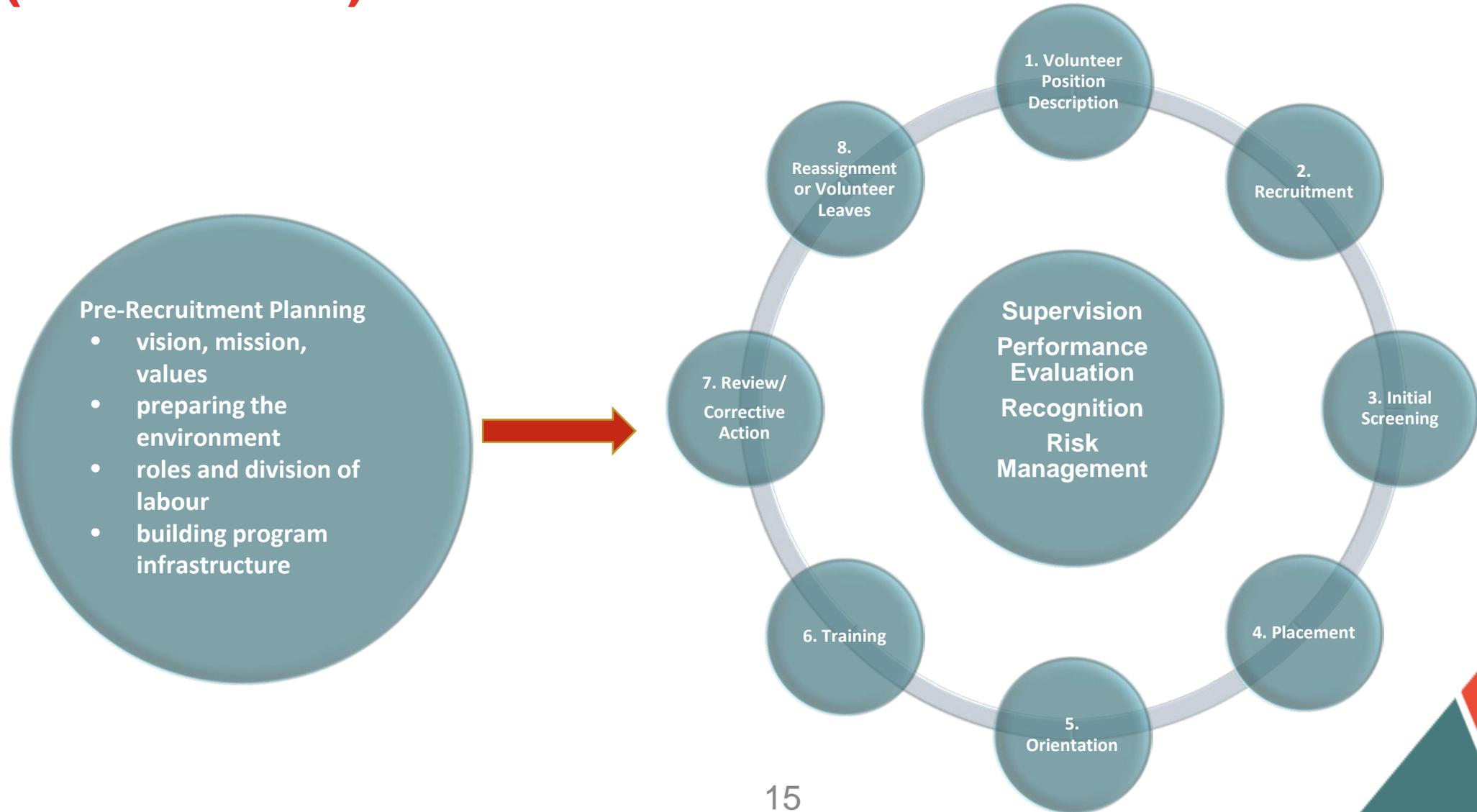
## 2. Focus on a Sense of “Community” (cont’d)

### Ideal Approach

- everyone views the community as a partner
- people who live there are seen as citizens rather than customers
- leads to greater commitment and accountability to the well-being of the entire community



# 3. Apply the “Volunteer Involvement Cycle” (Linda Graff)



## 4. Be clear about the particular talents you are seeking

Organization Logo	<u>Position Description Template</u>	
<b>Title of Position:</b> _____		
<b>Responsibilities:</b> <i>(general description, anticipated overall outcomes or primary purpose of the position)</i>		
_____		
_____		
_____		
<b>Reports to:</b> _____	<b>Email:</b> _____	<b>Phone:</b> _____
<b>Location:</b> _____		
_____		
<b>Benefits:</b> <i>(Provide the answer to the question, "What's in it for me"? For a staff position this may be salary and benefits but for a volunteer position, this could also be "a chance to make a difference in someone's life, "gain leadership experience", "learn new skills", a letter of reference for a student etc.)</i>		
<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>		
<b>Specific Duties and Tasks:</b>		
<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>		
<b>Skills, Knowledge and Attitudes:</b> <i>(describe what you are looking for in the ideal candidate for this position)</i>		
<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>		
<b>Time Requirements:</b>		

# Terms of Reference Worksheet

4. Be clear about the particular talents you are seeking (cont'd)

## GROUP OR COMMITTEE TERMS OF REFERENCE WORKSHEET

**Name of Committee:**

**Date:** Planning Timeframe (i.e. Jan – Dec 2015):

**Chair/Main Contact:**

*Having a chairperson may or may not be applicable. Many groups are choosing a less formal structure that rotates the chair in order to distribute and share both the leadership and the time commitment involve. Co-chairs may also be a consideration.*

**Members:**

**Report to Board/Members:** Monthly ( ) Bi-monthly ( ) Quarterly ( )

**Purpose or Mission of the Group or Committee:** *A purpose or mission is the "reason for being" for the group or committee program. It describes the function, often becomes the public description, remains constant, and is simple enough to be readily articulated by every individual involved.*

**Benefits of Serving on the Group or Committee:** *What's in it for the group or committee member? What will they get out of being part it?*

**Outcome(s):** *What will be the end results or benefits of your committee or group's activities? What will your stakeholders have that they didn't have when you started? What will be different.*

**Goals:** *Generally, how will the group or committee deliver the above outcome(s)? What type of activities, events, initiatives, research etc. will be the focus? Note: these goals are fairly general and broad in nature and likely won't change much from year to year.*

**Objectives for the Upcoming Year:** *Specifically, what does this group or committee intend to accomplish? Use dates, specific numbers and dollars, definite projects and initiatives etc.*

**Immediate:** *e.g. recruit a chairperson, draft a policy*

**Medium:** *e.g. produce a brochure, apply for a grant, conduct research etc.*

**Long term:** *e.g. raise XX dollars, seek partnerships for concerts etc.*

**Financial Requirements:** *Estimate annual operating costs as well as potential sources of revenue.*

## 5. Communicate the Value or Benefits of the Volunteer Position

- What's in it for the Volunteer???
- What are some of the benefits you are, or could provide for your volunteers?



## 6. Reverse the recruitment paradigm by tapping into a volunteer's "glad gifts" (developed by Ivan Scheier)

<p><b>1. Glad Gifts ... any talents, skills, interests and hobbies that you do well and you would enjoy sharing.</b></p>	<p><b>2. Quests (or Yearn-to-Learn)... those things you would like to learn more about or skills you might like to develop.</b></p>
<p><b>3. No, No... please don't ask: What one doesn't like or what one would never want to be asked to do.</b></p>	<p><b>4. I think the world would be a better place if... What is it one values?</b></p>

**Sample**  
**Application/Interview Form**  
*(based on Ivan Scheier's Window of Work)*



*Thank you for taking the time to complete this form. It has been designed to help us locate a special place for you within our organization. By providing this information, we are better able to tailor a position just for you. We know if we can ensure an enjoyable environment for you, we are more strongly positioned to accomplish a rewarding and beneficial relationship between you and our organization.*

**Our Mission:** *(to be added by organization)*

**1. Setting:** *the place(s) you would prefer to work:*

- at home
- indoors
- online
- outdoors
- other?

**2. Glad Gifts ...** *any talents, skills, interests and hobbies that you do well and you would enjoy sharing:*

**3. Relationships:** *with whom would you prefer to work?*

- alone
- with a partner
- in a group
- on a committee
- other?

**4. Quests (or Yearn-to-Learn)...** *those things you would like to learn more about or skills you might like to develop:*

**5. Time Available ...** *or preferred work schedule:*

- occasional service
- regular schedule
- 1 x per week (1 -3 hrs)
- 2 x per month (1 -3 hrs)
- 1 x per month (1 -3 hrs)
- other: \_\_\_\_\_

**6. No, No....** *please don't ask:*

**7. I think the world would be a better place if.....**

.....

**Name:**

**Address:**

**Daytime Phone:**

**Evening Phone:**

**Email:**

# Be Creative And Personal About Recognizing Volunteers

Source: Bank of I.D.E.A.S. ([www.bankofideas.com.au](http://www.bankofideas.com.au))

1. Never stop saying 'Thank You'
2. Establish a volunteer suggestion box
3. Acknowledge volunteers by names at public events
4. Reimburse 'out of pocket' expenses
5. Send a birthday card
6. Hold an annual volunteer community barbecue
7. Invite volunteers to staff meetings
8. Recognise personal needs and problems
9. Accommodate personal needs
10. Establish a volunteer recognition board in a prominent position
11. Organise informal morning teas
12. Always greet by name
13. Provide continuous training
14. Ask for opinions and ideas
15. Hold regular idea generation sessions
16. Regularly organise photos in local newspaper of volunteers
17. Write letters of appreciation
18. Write references
19. Organise volunteers to attend conferences
20. Write personal 'thank you' notes
21. Invite participation in policy formation
22. Celebrate outstanding projects and achievements
23. Nominate individuals for volunteer awards
24. Carefully match volunteer with jobs
25. Praise volunteers to their friends
26. Plan staff and volunteer social events
27. Plan occasional extravaganzas
28. Send letter of appreciation to volunteers family and employer
29. Say 'we missed you' when absent
30. Award special awards for extraordinary achievements
31. Fully orientate new volunteers
32. Send Christmas cards
33. Organise community-wide, cooperative, inter-agency volunteer recognition events
34. Produce and distribute an organisational T-Shirt to all volunteers
35. Offer personal praise and recognition on the job, through the media and at public occasions
36. Give complimentary tickets to volunteers for special events and functions
37. Arrange discounts for volunteers at local businesses and events
38. Award life memberships, VIP recognition certificates
39. Hold social events in honour of volunteers
40. Create volunteer skill development opportunities
41. Farewell volunteers when they are retiring or moving away from the area
42. Arrange accreditation eg. Certificate 1 in Active Volunteering
43. Organise an annual 'Volunteer Appreciation Dinner'
44. Administer a volunteer satisfaction survey every six months
45. Offer volunteers the opportunity to change roles

# Questions??

**Trainer's Contact Information**





*With support from:*

