Volunteer Recruitment and Retention

Elspeth O’Neil
To start off..

- Introductions/About me
- Ice Breaker: Get to know your neighbor
- Expectations
- Parking Lot
- Agenda review
About Serve Indiana

- State commission on service and volunteerism

- Main programs:
  - AmeriCorps
  - Hoosier Corps
  - Indiana Kids
  - Volunteer Roundtable
Why do you think people volunteer?

- Solve Problems
- Strengthen Communities
- Improve Lives
- Connect to Others
- Transform Our Own Lives
- Health Benefits (CNCS Study)
- Why do you volunteer?
Volunteer to Employment:

- Volunteers have a 27 percent higher likelihood of finding a job after being out of work than non-volunteers.
- Volunteers without a high school diploma have a 51 percent higher likelihood of finding employment.
- Volunteers living in rural areas have a 55 percent higher likelihood of finding employment.
Volunteers
Activity:

- Think about a time when you really enjoyed volunteering
  - What did the organization do well?
  - What did they avoid?
  - How did they follow up?

- Think about a time when you did not enjoy volunteering?
  - Why didn’t you like it?
  - What went wrong?
  - What would you have done differently?
Recruitment:

- Where do you find volunteers?

Ideas:
- Be organized and aligned with your mission!
- Use your circles of influence
- Don’t be afraid to ask and ask again
- Build from your existing base
- Have recruitment materials available everywhere: Website, printed
- Make contacting your organization easy and informative
Now the hard part…Retention!
Why do volunteers leave?

- Appearance of office/workspace
- Equipment quality
- Orientation and training
- Communication
- Lack of organization
- Interpersonal issues
- Working conditions
Habitat’s 5 Step Process......

1. Translate the Passion
2. Serve the Kool-Aid
3. Measure Engagement and Performance
4. Love that Volunteer throughout the year
5. Do it better tomorrow

Do it better tomorrow
To get what you need, you have to know exactly what you want.....

- Does this person have the needed skill set for this role?
  - What specific training might they need?

- Do they have the time available to commit to what we need to be successful?

- Is there something in the conversation that is jumping out as a potential new opportunity based on what they seem passionate about? (maybe you thought of them for something specific....but that has changed?)
Passion Translation tool box….

- Skill based ‘interviews’ with new volunteer recruits as part of the orientation process that allow us to ‘skill search’ our database

- Building rotational opportunities among our four main volunteer areas to allow for wider exposure to our mission and all of the components

- Seamless online process that allows for the highest number of folks to engage with us easily and quickly (this also reduces recruitment efforts)

- System built to redirect staff/volunteer time from data entry tasks to ‘in-person’ activities such as follow up thank you calls, Partner Family “Thank-A-Thons” etc.
  - *That ‘in person’ contact is the key to the success of any automated system……you don’t want them to FEEL as though they’ve been automated!*
To get what you need, you have to know exactly what you want.....

- **What do I do on a daily basis that I could give away to a volunteer?**
  - We did an exercise in which we all track for 90 days what we do on a daily basis, then work as a team to identify what we could ‘give up’
  - Events committee example......

- **Have I created the tools and resources to make this person successful?**
  - Do they have clearly benchmarked goals so that they know when they are successful or when they need help?
  - Have clear expectations been communicated?
    - *Time commitment, deliverables, results, outcomes, etc.*
Step 2: Serve the “Kool-Aid”

- Translate the Passion
- Serve the Kool-Aid
- Measure Engagement & Performance
- Love that volunteer throughout the year
- Do it better tomorrow

• Show them why they’ll love Habitat!
• Prepare and energize them to engage with us
Onboarding: also known as organizational socialization, refers to the mechanism through which new constituents acquire the necessary knowledge, skills, and behaviors to become effective organizational members and insiders.
Step 3: Measure Engagement and Performance

- You have to measure effectively and evaluate to see how far you’ve come and where you want to go!
Step 3: Measure Engagement and Performance

- Developing database reports focused to address our target focus areas such as:
  - First time volunteers
    - Helps identify effectiveness of our recruitment efforts, have we seen a spike in numbers? What have we added to our process? What did we take away?
  - Volunteer conversion rate (are folks coming back after their first time out? 2\textsuperscript{nd} time out?)
    - Are we crafting successful volunteer experiences that address the “rules to a successful EVERY time experience”?
  - Volunteer turnover – at what stage are we ‘losing’ folks?
    - Is there a gap in our process? Are we providing them with resources, are we recognizing them enough? Are we connecting them to our mission?
  - Volunteer Leadership hour metrics
    - (in order to achieve our strategic vision, we need more volunteer leaders.....are our program improvements positively affecting these numbers?
    - Are we successfully converting new volunteers into future leaders?)
Acquisition Sources – How’d you hear about us?

- Internet: 16
- School: 12
- Friend/Family: 10
- Media: 4
- Other: 8
- Homeowner: 2
- Church: 1
- Event: 1
- Coworker: 1
Step 4: Love that Volunteer throughout the year!

- Translate the Passion
- Serve the “Kool-Aid”
- Measure Engagement & Performance
- Love that Volunteer throughout the Year!
- Do it better tomorrow

- This is a sample text.
- Insert your desired text here.
Step 4: Love that Volunteer throughout the Year!

- All about Retention strategies....more than just gifts, but those are important too!

- Consistent, systematized recognition that helps ensure that no contributor is left out or missed.
### Step 4: Love that Volunteer throughout the Year!

<table>
<thead>
<tr>
<th>Annually</th>
<th>Quarterly</th>
<th>Monthly</th>
<th>Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Because of You</td>
<td>Golden Key Awards</td>
<td>Crew Leader gatherings with food competitions and prizes, nametags etc.</td>
<td>Social Media recognition</td>
</tr>
<tr>
<td>BOD/Staff Retreat</td>
<td>Midweek Crew ReStore lunches</td>
<td>50 hours = volunteer nametag</td>
<td>Thank you cards</td>
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<tr>
<td>Construction Leadership ‘swag’</td>
<td>Seasonal gifts</td>
<td></td>
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<tr>
<td>Birthday cards</td>
<td>Dedication participation</td>
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<tr>
<td>Volunteer Levels</td>
<td>Hours Level</td>
<td>Recognition Tools</td>
<td>Tools, Training, &amp; Resources</td>
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<tr>
<td><strong>Novice</strong></td>
<td>Completing 4 hours</td>
<td>Handwritten thank you card</td>
<td>ReStore Orientation and basic skill training and are complete</td>
</tr>
<tr>
<td><strong>Regular</strong></td>
<td>Completing 20 hours</td>
<td>ReStore T-shirt</td>
<td>Competent in at least ONE ReStore department through exposure.</td>
</tr>
<tr>
<td><strong>Experienced</strong></td>
<td>Completing 50 Hours</td>
<td>20% Discount Card</td>
<td>Training in second department</td>
</tr>
<tr>
<td><strong>Leader</strong></td>
<td>Completing 100 Hours</td>
<td>Nametag</td>
<td>Offered specialized role as a department head and/or trainer</td>
</tr>
</tbody>
</table>
Step 5: Do it Better Tomorrow!

Translate the Passion
Serve the Kool-Aid
Measure Engagement & Performance
Love that Volunteer throughout the year

Do it Better Tomorrow!

• Always room to grow and change, make the process stronger!
5 Step Process......

- Translate the Passion
- Serve the Kool-Aid
- Measure Engagement and Performance
- Love that Volunteer throughout the year
- Do it better tomorrow
Activity: Scenarios
Final Questions/Comments