

Managing Volunteers

Neighborhood College



City of Phoenix

NEIGHBORHOOD SERVICES
DEPARTMENT



Recruitment

What motivates? What needs does the volunteer have? What opportunities do we have? What messages?



Recognition

How will we demonstrate appreciation both formally and informally?



Retention

What does the volunteer need to stay connected? What support do volunteers need?

Why Do People Do It?

- They were asked to by someone
 - One study reports that 85% of people asked to volunteer do so...
- An organization they are affiliated with is participating
- A family member or friends will benefit

Recruit Volunteers

Recruitment should not be seen as a process of persuading people to do something they don't want to do. Rather, it should be seen as the process of showing people they can do something they already want to do.



Know Yourself

- Do you understand your Organization's
 - History
 - Culture
 - **CAUSE**

What is your need?

- What are all the different positions you could use volunteers for?
- What skills and/or interests are appropriate?
- How will volunteers contribute to your mission and goals?
- Are we open and friendly?

Ways to Recruit

A close-up photograph of a man with a beard, wearing a blue suit jacket, a light blue shirt, and a patterned tie. He is holding a pair of black binoculars to his eyes, looking directly at the camera. The background is plain white.

- #1 – ask!!!
- Post your opportunity on a community website
- Use social media
- Post on a volunteer website
 - www.makeadifference.org
 - Volunteermatch.com
 - Idealist.org

Other Places to Post

- Parks
- Colleges
- Non-Profits
- Bus stations
- Shopping malls
- High Schools
- Online
- Local businesses



Retention

- Recruitment
 - The solution to the problem
- Retention
 - The way to avoid the problem altogether



How to keep them

- Motivation
- Engagement
- Reflection



Motivation

- Be prompt
- Be thorough
- Use their name often
- Call, text or email
- Snacks & Beverages
- The more the merrier
- The right tools
- They must be needed

Engagement

- Be prepared!
- Orientation
- Make sure everyone is engaged
- Everyone has a role
- Communicate



Reflection

- After the project or event
- Recap
- Encourage feedback
- Evaluate
- Say thank you
- Highlights



Say...



At *LEAST* 5 Times!

Recognition

- Informal
 - Immediate praise
 - Recognize
 - Be specific
- Formal
 - Awards
 - Certificates
 - Special event



8 Rules of Recognition

- Give it frequently
- Give it honestly
- Use a variety of methods
- Recognize the person, not the work
- Acknowledge the achievement
- Be Consistent
- Do it in a timely manner
- Recognize for what you want more of

Celebrate Your Success

- Organize a neighborhood party, large or small to celebrate your work and to plan for future events



Thank you!

