



Who are volunteers and where do you find them?

Segmentation:

Youth/Teens

Millennials

Older Adults

Retirees/Seniors

Veterans

In Your Community:

Churches

Similar organizations

High Schools/Teachers

Senior Centers

Personal Contacts



Why are people motivated to volunteer?

- They align themselves with the mission of the organization.
- They want to be engaged in their community.
- They want to learn more, or learn new skills.
- They want to be physically and/or mentally active and challenged.
- They need the volunteer hours to graduate from high school in Arkansas.



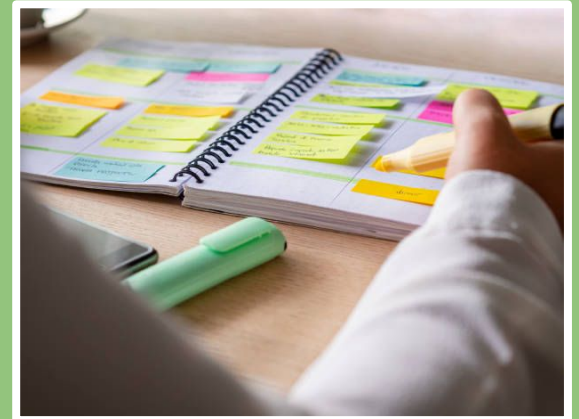
A volunteer's value...

- In dollars, an hour of volunteering is worth about \$25.
- They can help strengthen and grow the organization, with no financial investment needed.
- They can be believers in, and advocates of, the organization, in the wider community.
- They oftentimes end up being the biggest or most consistent donors of the organization.
- They have a fresh, objective, bird's eye view of the organization and this can be extremely valuable.



Plan and Prepare

- What projects do you have for volunteers?
- How can you incentivize your volunteers?
- Do you have the right volunteer(s) for the job?
- Do you have the right job for the volunteer(s)?
- What is the time frame (w/ start time AND end time) for the project(s) and the plan for the day, week, year, etc.?
- How will you 'treat' your volunteers? Coffee, food from the garden, SNACKS...
- Make it EASY for volunteers to jump in! Or they just might move on...
- How will you make your volunteers feel valued? ("Serving, not servants.")



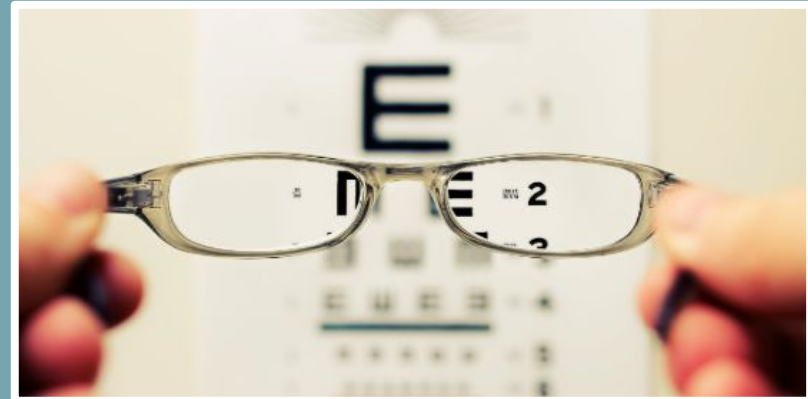
COMMUNICATE!

- Make sure to have ONE point person for volunteers to contact.
- Provide information, re: clothing, driving/arrival instructions, FOOD, restrooms, weather forecast/plans to reschedule, inside/outside work, items to bring.
- Anticipate their needs, and give them all of the information they could ever need. Clear is kind.
- Post, call, text and email if event/project/day is cancelled, or if you have all the volunteers you can use.
- Verbally thank them and show them that you value their time, energy and knowledge.



Have Clear Expectations

- Send a reminder - all info at least twice.
- Reiterate the project(s) they will be working on.
- Give a measure of success (what does it mean to be “done?”).
- Remember: clear is kind.



Retention is the goal!

- Cater to specific interests, when possible (ex. microgreens vs. moving stuff).
- Listen to their ideas and ways of doing things re: specific projects. Ask for their opinions!
- Crewing your volunteer team is a marathon, not a sprint! And their first project with you is an Introduction (to you, to them and to the organization).
- Leading volunteers is all about delegating in a way that is respectful so that volunteers will have a sense of ownership.
- If you treat them as “free labor,” they will probably not return.
- The ones who return should NOT incur more of the load.
- Training! The more they learn, the more helpful they will be, and the more skin in the game they will have.



Capitalize on their gifts...and give kudos!

- Ask questions about their skills, passions, work and other volunteer experiences.
- What motivates them to volunteer?
- Carefully leverage the skills of those who stand out as leaders.
- Let them do photo opps! People want to share that they are volunteering, and this only helps the organization. You can ask to use the photos also.
- Make sure to publicize their accomplishments and how they helped the organization!
- Exit Interviews: Bird's Eye View, fresh eyes, genius ideas, advocacy.
- Stay connected to volunteers; having a deep volunteer pool comes in handy down the road!



Working with Seniors

- They give more than 3 billion volunteer hours per year in the U.S.!
- Tons of knowledge and experience!
- More flexible schedules and more free time
- Great at 'big picture' focus, detailed tasks and follow-through
- Make sure their needs are considered (Any mobility issues? Does the task fit the volunteer?)
- Seniors want to connect to community; consider them for leadership roles, furthering training and future volunteer planning.



Working with youth

- Make it meaningful and specific.
- Youth are the future... and maybe of YOUR organization or field. Treat them as such.
- Built-in Motivation: Arkansas H.S. graduate requirements: 75 volunteer hours.
- Streamline scheduling and engage with social media to reach teens and youth.
- Clarify your cause and share this with them; they might become some of your best advocates!
- Teens want to be informed, are thoughtfully concerned and want to be part of the search for solutions.

