

Recruit, Retain and Reward Volunteers



“Why is it always me?”

- 2% Leaders – current leaders/board members
- 5-10% Doers – committee chairs, future leaders
- 15-20% Do-Somethings – volunteer if asked
- 68-78% Belongers – invisible

*Reprinted with special permission from BoardSource www.boardsource.org


Why Do We Need Volunteers?

- To keep operating costs low
- To support club programs
- To keep work-load manageable for existing volunteers
- To provide succession to existing volunteers





Why Do People Volunteer?

- Believe in the mission or cause
- Activity is enjoyable
- People are fun to work with
- Provides a chance to use skills or gain new skills or knowledge (build resume)
- To make a difference



Why Do “WE” Volunteer?



<ul style="list-style-type: none"> • Requirement • Give back • Someone did it for me or my child • Care about the club • Use my skills • Fun • To help out /get involved 	<ul style="list-style-type: none"> • Camaraderie with other parents • I was asked – recruited • Love skating! • Learn about the sport – very important for new parents • Incentives (bribed)
---	---

Identify Needs and Positions

<ul style="list-style-type: none"> • Board members • Committee Chairs • Membership • Ice scheduling • Web site • Marketing/Advertising/PR • Competitions • Legal • Accounting • Host parent meetings 	<ul style="list-style-type: none"> • Rules Committee • Rink liaison • Coaches liaison • Social functions • Junior Board • Food/Hospitality • Test Sessions • Ice Show Costumes • Welcome tables • Judges/officials
--	--

Where to Find Volunteers?



- Volunteer recruitment survey
- Ask! – be specific with job, requirements and time commitments
- Parents around rink waiting for kids (newbies)
- Alumni members and parents of former members
- Mandatory service hours as part of membership
- Other nonprofits in community
- Sign-up sheets
- E-mail notices, text alerts, web page
- Part of participation – in order to compete, must volunteer certain time blocks

There is no one right answer – try a few different methods

Targeted Recruitment Campaign

- Start early
- Appoint a volunteer coordinator
- Develop a message
- Ask!
- Host informational sessions
- Target high potential areas (new parents)
- Ask current volunteers to help recruit
- Detailed job description
- Fill out application – contact information and background screening
- Personal reference checks

Specific Position Descriptions

- Necessary for success
- Define the position, time commitment, skill sets needed, responsibilities, support, required training
- Example:

Are you interested in running for the SWFSC Board of Directors?

Position : Director Term: July 2011- June 2014

Specific Duties: **Community Outreach Chair.** Coordinates club community outreach activities such as “Day at the Rinks” in McFarland and Sun Prairie, McFarland parade, or other community outreach activities to increase club awareness and support club growth in our local communities.



Key Parts of the Position Description

Volunteer Job Description is as necessary as it is for paid positions

- Position Description
- Purpose of position
- Location – where will they be working?
- Key Responsibilities
- Reports to
- Length of appointment
- Time commitment
- Qualifications
- Support
- Additional requirements (i.e.- age, skill sets)
- Dress Code

Source: www.About.com Volunteer Recruitment



Fill out your Volunteer Position Description Sheet

Volunteer Position Job Description

Before jumping into any activity, identify the tasks that need to be done and what the requirements are. Will the task require technical knowledge, specific skill sets, a certain personality trait or the use of a car? How much time will be required? To get started, fill out this list of questions to assist in developing your volunteer recruiting plan.

Position Title:

Work Location:

Purpose of the position:

Responsibilities and duties (define what is expected):

Qualifications (include education, personality characteristics, skill sets and/or experience required):

Commitment (length of service or number of approx. hours to complete task):

Training (training will enable the volunteer to perform competently, what kind of support will be available):

Additional information (will they need to submit to a background check, who do they report to, do they need a car, what is the dress code):

Reference <http://nonprofit.about.com/od/volunteers/a/volposdescsample.htm>

Mandatory Volunteer Service

- Club is entitled to make this a requirement of membership
- Make it clear in membership application
- Have many options throughout the year to fulfill requirement
- Must have a tracking system for service hours
- What is the penalty for not fulfilling requirement?

Training



- Host training day (depends on event)
- Develop a Board Manual for new board members
- Have an assigned mentor – shadow the position
- Supervision and coaching – do not micro-manage
- Evaluate performance afterwards – ask for feedback to improve process for future

Rewards and Recognition

- Most important – Say “THANK YOU”
- Show sincere appreciation
- Recognize all volunteers
- Celebrate and reward – give gift
- Annual “Volunteer of the Year” award
- Send hand-written thank you notes
- Maintain a list of pool of trained volunteers to draw from in future



Ode to the Volunteer

Many will be shocked to find,
When the day of judgment nears,
That there's a special place in Heaven
Set aside for volunteers.

Furnished with big recliners,
Satin couches and footstools:
Where there's no committee chairman,
No group leaders or carpools.

No eager team that needs a coach,
No bazaar and no bake sale;
There will be nothing to staple,
Not one thing to fold or mail.

Telephone lists will be outlawed,
But a finger snap will bring
Cool drinks and gourmet dinners
And rare feasts fit for a king.

You ask, "Who will serve these privileged few
And work for all they're worth?"
Why, all those who reaped the benefit and
NOT ONCE VOLUNTEERED on Earth!

