

USSA CLUB DEVELOPMENT CONFERENCE

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# STRATEGIES FOR VOLUNTEER RECRUITMENT AND RETENTION

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# TOPICS

- The philosophy of volunteerism
- Volunteer trends in the US
- What does a successful volunteer program look like?
- General practices about managing a successful volunteer program
- Discussion: Sharing ideas about best practices



# THE PHILOSOPHY OF VOLUNTEERISM

*Volunteers build the capacity of non profits at any stage of the organization.*

*They bring needed skills, connections, energy and time.*

*Nonprofits should create thoughtful structures and processes to manage volunteer time and abilities and direct volunteer's energies to effectively advance the organization's mission.*

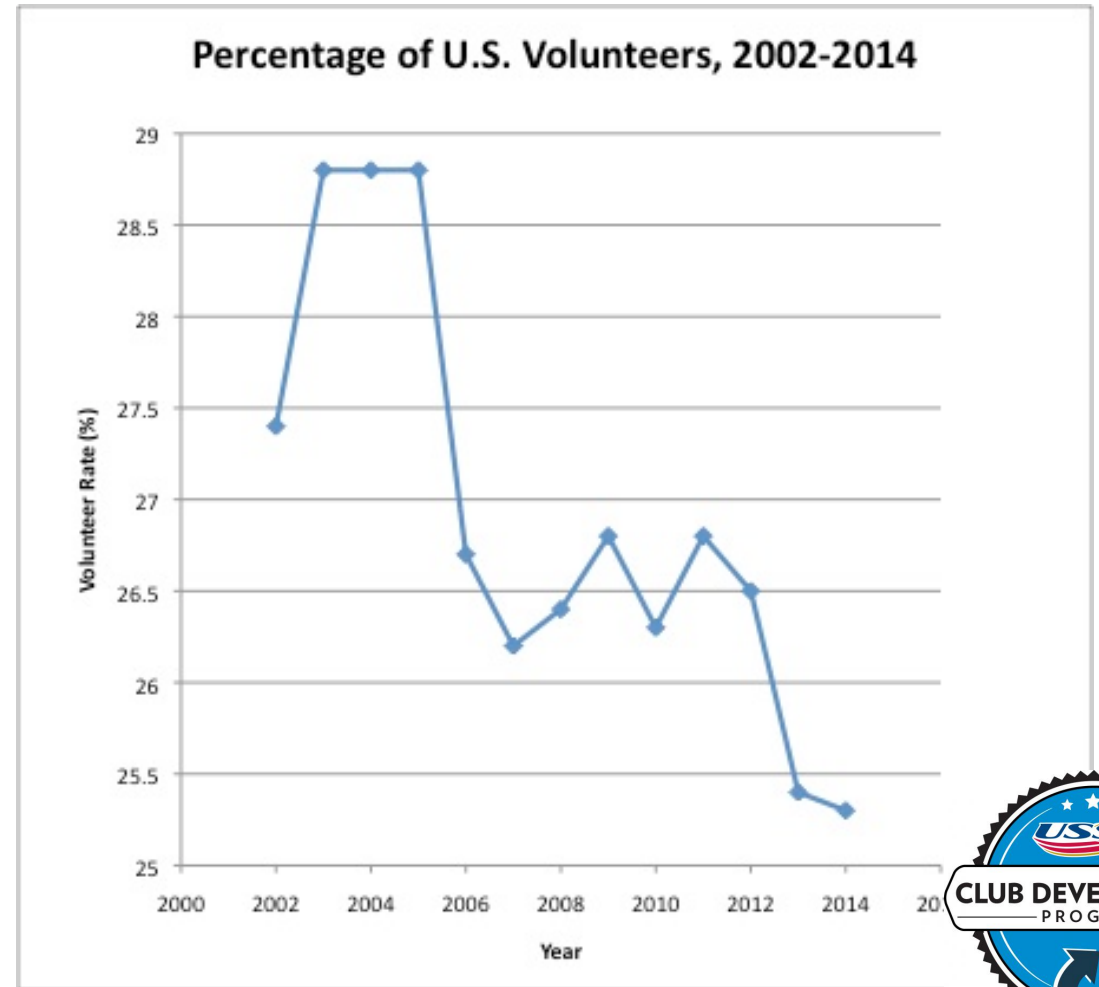


# TRENDS FOR VOLUNTEERISM IN THE US

85% of all charitable nonprofits have no paid staff and are run entirely by volunteers. Participation is trending down, causing much concern among nonprofits.



ENDANGERED SPECIES



# WHAT DOES A SUCCESSFUL VOLUNTEER PROGRAM LOOK LIKE?

- The club has assessed the capacity of their organization to engage, supervise and support volunteers with the necessary level of attention, priority and resources prior to engaging volunteers
- The club is prepared to provide an orientation and/or training, including a clear written position description, a manual addressing relevant policies, etc.
- Volunteers are engaged and contributing valuable resources to the club
- Volunteers are treated with respect, trained, supervised and provided with feedback
- Volunteers stay when they feel needed, valued and supported
- Volunteers become community advocates and, potentially, donors



# GENERAL PRACTICES OF A SUCCESSFUL VOLUNTEER PROGRAM

- The mission and need are clearly communicated to the community
- The club has assigned resources to recruit volunteers
- There is a clear on-boarding (including background checks) and training process in place
- Volunteers are placed where their skills are most valuable
- Volunteer scheduling is effective and efficient
- Each volunteer has a direct connection with an identified supervisor and receives appropriate level of support – can include mentoring structure
- There are meaningful and measureable indicators tracked and reported
- Volunteers receive ongoing performance related feedback
- Feedback is solicited from volunteers



# Collect feedback: Survey

- Keep it to 4-6 minutes
- Ask for meaningful feedback/impact oriented questions, i.e.
- Rating Scale:
  - ✓ *The work was meaningful*
  - ✓ *I received adequate training*
  - ✓ *I felt safe*
  - ✓ *I would volunteer again*
  - ✓ *Work environment ...supervision, staff, public, venue..*
  - ✓ *I would recommend volunteering*
  - ✓ *Overall I would rate this program...*
- Narrative:
  - ✓ *What did you like most?*
  - ✓ *Areas for improvement?*
  - ✓ *Any other comments*



# DISCUSSION: BEST PRACTICES

## What is/is not working for you?

- Recruiting Strategies?
  - Personal asks are best
  - Volunteer software (i.e. Volunteer Spot, Sign up Genius) is extremely helpful
  - Tell your story clearly
- Perks: Work Deposits, Comp tickets
  - Use resort partners for season passes or day tickets to use as incentives
  - Work deposits are useful for some clubs, others say they aren't really motivating
- Tracking and Reporting
  - Volunteer software helps
- Evaluating
  - Only a few clubs formally evaluate their volunteers, although many offer ongoing feedback
- Retention
  - If volunteers are incorporated into a healthy culture that represents the clubs values, they will stay
- Recognition
  - A personal thank you goes a long way





THANK YOU!

