We Want You!
Volunteer Recruitment, Management & Retention

Leadership Development Institute 2018-19
Developing Effective Water Organizations Series
Leadership Development Institute

Developing Effective Water Organizations Series:

October 11  Governance: Building Strong Boards to Lead Strong Organizations

November 8  Goals, Strategies, Tactics-Oh My! Strategic Planning from Vision to Implementation and Evaluation

December 13 Fundraising Best Practices for Water Organizations

January 10  We Want You! Volunteer Recruitment, Management & Retention

February 14  Don’t Worry, You Don’t have to be an Accountant to Understand Nonprofit Financial Management

March 15  Ensuring Equity, Diversity & Inclusion In Your Organization
Thank You for Being a Member

Take advantage of your paid membership benefits:

✓ Find **funding** for water projects
  (on the website go to *Membership* then select *Get A Project Funded*)
✓ Receive **25% off** registration for our annual River Rally conference
✓ Receive **discounts** on equipment and consultations
✓ And more!

Questions about your paid membership benefits? Please contact Carly Schmidt, Membership Associate, at cschmidt@rivernetwork.org
Today’s Presenters & Agenda

Paco Ollervides
Leadership Development Manager - Great Lakes River Network

Jason Frenzel
Stewardship Coordinator
Huron River Watershed Council

• Identify trends in volunteerism
• Discuss skills, motivations, & expectations
• Share a few best practices and case studies
• Questions & Discussion
Getting to Know Each Other

A place to learn, explore, and make memories...

Poll # 1
“The Americans…. regard for themselves constantly prompt them to assist one another and inclines them willingly to sacrifice a portion of their time and property for the welfare of others.”

Alexander de Tocqueville, 1835
Why Do People Volunteer?

- Opportunity to live out our values
- To connect with nature - to get out of the house
- To make a lasting difference in the world
- To “fix” a community issue
- To meet other, like minded people
- Develop new skills (higher chance of finding a new job)
- Connect with our community
- It is not just right, but makes us feel good and it is fun
Who Are These Volunteers?

• Neighborhood engagement levels have risen sharply since 2007.

• Retention rates average 63.4%

• In 2010: 1 in 5 Americans volunteered (median 52 hrs/year) For one or two orgs.

• Young adults (16-24) volunteering rates have grown by 22% since 2007.

• Generation X (39-54) highest volunteering rates (30%)

• Silent/Greatest Generation (75<) highest median hours (100+)
Demographics Of Volunteers

Percentage of volunteers:
- White collar professionals: 41.5%
- Service/sales sectors: 26.3%
- Labor occupations: 16.8%
- Rural dwellers: 29.8%
- Suburban dwellers: 29.3%
- Urban dwellers: 23.7%

Volunteering in America (2011) Corporation for National & Community Service
Times change
Methods change with them
Episodic and Microvolunteering

• More and more volunteers want short-term assignments.
• Reluctance to commit to a long-term volunteer assignment is so prevalent that it's moving from a trend to an established fact.
• Association members are stressed and time starved.
• Bad practice: rewarding good volunteer work with more volunteer work, meaning that we often burn out our best people.

“As the world changes, so do trends in volunteerism.” Susan Ellis (2005)
What Makes A Great Volunteer?
Volunteer Needs

• Good working conditions, community and friendship
• Make decisions about factors that affect me
• A sense that I am valued
• Recognition for work well done
• Caring and compassionate supervisor
• An opportunity for personal growth or to accomplish a challenging task
• Opportunity to use my skills or develop new ones
• A chance to be outside or on the river
Inside Or Outside?
Questions
POLL #2

What’s your biggest volunteer program challenge?

[Images of people working on a project and volunteering outdoors]
Best Practice #1: Build Relationships

Graph showing the relationship between giving and involvement, with points for awareness, interest, engagement, commitment, ownership, and personal responsibility.
Similar Pyramids...

- **Annual Giving**
- **Major Giving**
- **Planned Giving**

**Gift Size & Time**

**# of Donors** or **# Volunteers**

- Officers
- Team coordinators
- Committee members
- Key supporters
- General members and contact list
- Trustees
- Advisors
- Board members

**Involvement/Commitment**
Questions For Thought

- How do you invite people to first volunteer?
- What jobs or responsibilities do you provide for volunteers at each level of the pyramid?
- How many volunteers are currently at each level?
- How do people currently move from one level to another in your organization?
From Volunteer to Leader

What to look for:

- Willing to commit more time and energy
- Desire to assume greater responsibility
- Seeking regular training opportunities

How to move them up your pyramid:

- Personal conversations
- Professional development
- Constantly seeking opportunities
- Future opportunities (6 month horizon)
Creative Ways to Recognize Volunteers

It Is All About Them!!
Best Practice #2: Recruitment Plan

- Defines goals for the coming year
- Determine strategies (social media, tabling, etc.)
- Projects costs for each strategy
- Details **who, what, when** for each strategy
- Lists specific prospective partners
- Create a **calendar**
- Sets benchmarks to measure progress
- Anything else?

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1. Strategic Plan
2. Annual Work Plan
3. Annual Budget
4. Annual Volunteer Recruitment Plan
Are You Ready For Volunteers?

- Do you have a list of tasks to be done?
- Do you have the space and equipment for volunteers to perform these tasks?
- Do you encourage your members to become more involved?
- Do you have outlets to publicize volunteer opportunities?
- Do you have a volunteer program budget?
- Do you have a volunteer coordinator?
- Do you have a system to keep track of volunteer contact information and hours?
Recruitment Tips

Volunteers Come Forward
You are needed at Firehouse No. 6

MUST HAVE
Strong Legs and Back
Good Sense of Smell
and be able to
Leave Wife Home Alone
for Long Periods of Time.

DO YOU LOVE SPORTS?
VOLUNTEERS NEEDED
MILILANI YMCA

Want to help with a child’s development within a sport setting?

The Mililani YMCA is looking for volunteers to help with our youth sports program. Your help will be needed with tasks such as coaching, scorekeeping, and officiating (training will be provided).

Must be at least 16 years old.

Coaches are needed for our upcoming Basketball Clinic in June. Future needs for various sports.

Interested? For more information:
Contact Nico Clifton at (808) 625-1040 or email:
iclifton@ymcahongolulu.org.
Recruitment Channels

- Community events
- Word of mouth
- Social media
- Postings online
- Flyers
- Corporate opportunities
The Many Roles Of A Volunteer Coordinator

- Recruitment & Selection
- Orientation & Training
- Management & Retention
- Rewards & Recognition
- Program Evaluation
Questions
Best Practice #3: Train

- Orient
- Train
- Support
- Manage Conflicts
- Recognize & Celebrate
- Evaluate
- Keep Records

Lack of effective volunteer management is the #1 reason people don’t return!
Tips For Managing Engaging Volunteers

Management
- Recruitment
- Placement
- Supervision

Engagement
- Cultivation and Networking
- Negotiation and Agreement
- Support
A Word About Waivers

Waiver language should be crafted such that the volunteer will have acknowledged in as complete manner as possible, the full range of dangers inherent in the activity, but not in terms so severe that you scare your volunteers away!

Volunteer Protection Act:
The purpose of the Act is to protect volunteers, nonprofits organizations, and government entities from lawsuits based on the activities of volunteers.
When Issues Arise

- Focus on the issue
- Identify causes
- Separate the person from the problem
- Assume the best intentions
- Look for solutions
Avoid Volunteer Burnout

- Be Aware of Volunteers’ Needs
- Rotate Responsibilities
- Watch for Signs of Burnout
- Don’t Take Advantage of Volunteers
Best Practice #4: Use A Database
Sample Volunteer Tracking Form

Receipt Voucher for In-Kind Contribution of Volunteer Services

<table>
<thead>
<tr>
<th>Name of Volunteer</th>
<th>Month/Year</th>
<th>Address</th>
<th>Activity</th>
<th>City</th>
<th>Organization</th>
<th>Phone Home</th>
<th>Phone Work</th>
<th>Cell Phone</th>
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Check one: □ Specialized Skills □ Non-specialized skills

### Detailed Record of Volunteer Hours Worked

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<th>Date</th>
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**TOTAL VALUE:** $  

1. On the back of this page, please describe the type of volunteer services performed on each of the days noted above.

2. By my signature below, I certify that I served as a volunteer to this organization for the hours as noted above and did not receive compensation for my services.

   Volunteer Signature________________________________________________ Date____________________

3. By my signature below, I acknowledge receipt of the above-mentioned volunteer services.

   Authorized Employee____________________________________ Date_____________________

*For volunteers providing specialized skills for which they would have otherwise have been paid, value their time based on the salary or fee charged for such services. This hourly rate must be corroborated through independent documentation. Such documentation could include a copy of the volunteer’s current payroll information or pay stub, fee schedules, salary studies for the service being offered, etc. The documentation must be more than just a statement by the volunteer.

**For volunteers providing services that do not require specialized skills, use the volunteer rate provided by the Independent Sector or more specific comparable wage data provided by the U.S. Bureau of Labor Statistics or other independent sources.

Independent Sector  
2018 Value of Volunteer Time = $24.69/hr
Resources

Tracking Volunteer Time to Boost Your Bottom Line: A Complete Accounting Guide
http://www.blueavocado.org/content/tracking-volunteer-time-boost-your-bottom-line-complete-accounting-

9 Incredible Free Volunteer Management Software Tools (WildApricot)

Techsoup (low cost computer software and hardware for nonprofits)
http://www.techsoup.org/

NOAA Dealing with Disruptive Behaviors
https://coast.noaa.gov/ddb/

Corporation for National and Community Service
https://www.nationalservice.gov/

Risky Business: There’s liability for the acts of your volunteers (The Nonprofit Times)

Volunteer Management: Once More with Meaning (Nonprofit Quarterly)
https://nonprofitquarterly.org/2008/03/21/volunteer-management/

Volunteerplaintalk (blog)
https://volunteerplaintalk.com/
Before You Go…

• Next webinar: Nonprofit Financial Management
  Thursday, February 14 at 1:00 pm ET

• Thanks in advance for completing our evaluation survey!

• Registration opens January 22
“If our hopes of building a better and safer world are to become more than wishful thinking, we will need the engagement of volunteers more than ever.”

— Kofi Annan
Thank You!

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