



**Hands On**  
TWIN CITIES

---

# Session Description

- Welcome and Introductions
- About HandsOn Twin Cities
- General recruitment strategies
- Recruiting and working with volunteers through the generations
- Ensuring volunteer follow-through
- Managing volunteers
- Volunteer retention



# Mobilizing people to take action in our community

We make it easier than ever to find volunteer opportunities through our **newly updated website [www.handsontwincities.org](http://www.handsontwincities.org)**. This site shares the **volunteer postings for our 300 HandsOn nonprofit affiliates** and allows users to create a customized search, log their volunteer hours, and provide feedback on their volunteer experiences.



# Recruitment

# Why do we volunteer?

- Gives satisfaction to life
- Gain self esteem and confidence
- Gain community awareness
- Learn new skills
- Share talents
- Better off physically
- Live longer lives
- Make a difference
- Meet new people and make new friends



# Warm Body Recruitment

When you're seeking a large number of volunteers for a short period with minimal qualifications you can do broad dissemination of information:

- Distribution of brochures
- Posters
- Social Media
- Speaking to groups
- Notices in appropriate media
- Word of Mouth



# Targeted Recruitment

A carefully planned approach to a small audience.

Ask yourself:

- What do we need?
- Who could provide this?
- How can we communicate with them?
- What would motivate them?
- Who is the best person to do the recruiting?
- What methods would work to attract this volunteer?

Take your recruitment message directly to them.

---



# Concentric Circles Recruitment

Requires you to identify people who are already in direct or indirect contact with your organization and contact them with your recruitment message.

- Your clients, their families and relatives.
- Alumni of your program/s.
- Friends of your current volunteers and staff.
- People in your organization's neighborhood.
- Individuals who have been affected by the problem you are attempting to solve.



# Recruiting Online

While finding volunteers the old fashioned way through referrals and local contacts still works best, the use of online volunteer matching sites has taken off.

Here are the some of the most widely-used volunteer matching sites:

- Idealist
- Network for Good
- Volunteer Solutions
- Volunteer Match
- Points of Light/HandsOn Twin Cities!

Don't forget to use your organization's website!



# Your Recruitment Message

- Clear, well-developed description
- Specific, targeted
- Clear statement of need/purpose
- Statement of benefits
- Year –round
- Appropriate audiences
- Variety of techniques
- Recruitment by invitation
- Getting to the heart of personal motivation
- Enthusiastic!



# **Engaging Volunteers of Different Generations**

# Millennials

Born 1980-1995

Millennials are perpetually connected to their mobile devices, making mobile the most effective channel for this demographic to engage, volunteer and donate.

Millennials are turning out to be a charitable bunch and are mostly motivated by **passion for a cause**, not just the organization itself.

Consider taking a “mobile first” approach to engage with millennials.

- Send text messages and post volunteer requests across social media
- Encourage potential millennial volunteers to make an event out of their volunteer experience by inviting friends, taking pictures and sharing their experience across social channels.



# Gen X

**Born 1965-1979**

Generation X'ers can still be reached through email, but they are more likely to regularly check social media or text messages than the generation before.



**Gen X'ers also volunteer more than any other generation.** In fact 30% of Gen X'ers volunteer their time to nonprofits, so encouraging them to volunteer with your organization will likely be easier than other generations.

We've also noted that Gen X'ers are looking for family-friendly volunteer opportunities to participate in with their kids, so note when you have those types of volunteer roles available!



**Hands On**  
TWIN CITIES

# Baby Boomers

**Born 1946-1964**

Baby boomers regularly answer voice calls and check email, however, in recent years, they have also adopted mobile and social media technology at a rapid rate. On average, baby boomers spend 19 hours a week online and 71% use a social networking site daily. These numbers are likely to continue growing year after year.



**Baby boomers are likely to do volunteer work for organizations they are actively involved with.** Consider asking baby boomers to volunteer at events or fundraisers they may already be interested in attending.



**Hands On**  
TWIN CITIES

# Greatest Generation

Born before 1945

The Greatest Generation are engaged through a friendly phone call or letter in the mailbox. It is difficult to reach this group via text messages and social media but some are starting to use email.

Don't count them out for all online activity! A 2013 Pew Research Center Study found that 70% of adults 65 and older use the internet on a daily basis.

They're also happy participating in the volunteer opportunities your organization has to offer. According to the Corporation for National and Community Service, **more than one in four older adults volunteers each year.**



Hands On  
TWIN CITIES

Communicate and market across the appropriate online and offline channels to engage each and every generation of supporters.

Using a segmented approach to supporter communication is the best way to create an effective experience for both recruiting and engaging volunteers.



# **Ways to Ensure Event Volunteer Follow Through**

# Create a clear position description

Position Title: descriptive of the tasks.

Position Objective: why is the position necessary?

Responsibilities: what can the volunteer expect to do?

Qualifications: what kind of person do you need to fill the position?

Training & Preparation for Position: does your agency have on-going training?

Benefits: What can the potential applicant gain from being a volunteer in your agency?

Commitment: how much time is expected?

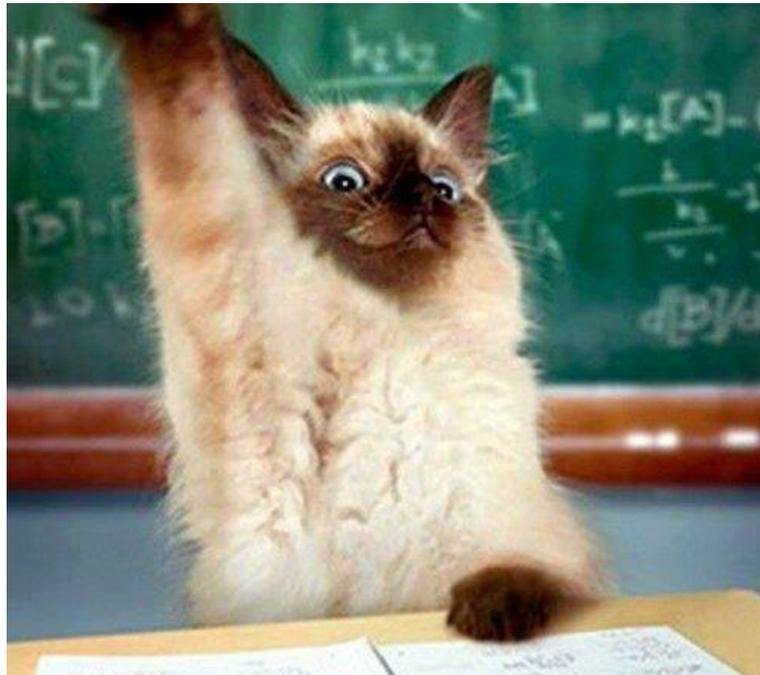
Success Measures: what does success look like for this volunteer position?

Supervisor: who will be responsible for the assigned work



# Pick me! Pick me!

It's important to state your volunteer selection criteria up-front to ensure you get the volunteers you need. This criteria can include practical requirements, like language or equipment proficiency. Selection rules are particularly important for positions you anticipate will be popular. Make sure your criteria are reasonable, and do not unfairly discriminate.



When you're collaborating with others to supply event volunteers, be sure to have them sign a partnership agreement or Memorandum of Understanding (MOU) that details the goal for the event, who is responsible for what, what happens if there is a problem or accident, how communication will occur, and who are the primary contacts. If they have made a commitment to provide a certain number of volunteers, include that in the agreement.



# Quid pro quo, yo

Most volunteers are participating in your event because they'd like something in return: access, merchandise, experience, or training, for example. Clearly state what benefits they will receive upfront, to ensure no one is surprised or disappointed.



# Ideas to Help Volunteers Feel Like VIPs

- **Set Aside a Parking Area** – Offer free, easy access, or a shuttle service, so volunteers don't have to struggle with event traffic.
- **Make Their Special Entrance Easy to Find** – Make sure signage is posted and directions are sent
- **Ensure Quick Entry** – Make sure sign in sheet is already printed out with their contact info OR have a tablet where you can sign them in with a click
- **Be Prepared for “Plus 1s”** – VIPs like to bring a wing man/woman, be prepared to match and deploy they extra helpers.
- **Anticipate Special Needs** – Ask ahead on volunteer registration form for mobility, accommodations, or dietary needs.
- **Include Special Touches** – Providing water bottles or other items that they might need on the job.
- **Create a Special Lounge Area** – Set aside a comfy, private area for breaks, include snacks
- **Give Swag** – Offer t-shirts or other items that are exclusively for the event volunteers; if you don't have the budget, see if someone will sponsor or donate them.



# Match-maker, match-maker, make me a match



Make sure your job matches skills, interests and availability to the best extent possible. Be prepared for individuals who may want to participate that have special needs, or physical limitations. Just as with an employment position, it's important to be inclusive, and avoid discrimination.

The power of volunteers to choose their own shifts/roles results in more follow through!



# Understand people's motivation

Just as people have different motivations, so do tasks. According to David McClelland, there are three motivation types:

- **Affiliator** – are people most concerned with relationships, they love opportunities where they can interact with others and hate those that keep them alone in a back room copying figures.
- **Achievers** – are task-driven people who will often take the same back room position over having to be greeting people at the front door of the church.
- **Empowers** – are most concerned with influencing others, they would forego either of the mentioned opportunities in favor of being on a Board and persuading the community to hold a walkathon!

Knowing a person's predominant motivation (we are all three, but one predominates) helps in matching them in a position that fits.



# **Small Group Discussion:**

**What have you found to be your most successful methods of recruitment for event volunteers?**

# **Managing Volunteers**

# You have the right to...

In addition to a job description, it's important for volunteers to have a code of conduct, and bill of rights. Common items to include in a volunteer code of conduct include the expectation to arrive on time, demonstrate a positive attitude, respect co-workers, ask for help, be safe, report risks and injuries, and to have fun. And don't forget volunteers have rights too, so organizers should spell their obligations out as well. This might include providing a fair, safe, healthy work environment free from harassment.



# The best laid plans

There is always a risk volunteers may not show up, or follow through on their responsibilities. To reduce risk:

- Plan for attrition and bake in clear repercussions for no-shows. This may include withholding any benefits, or in extreme scenarios, charging volunteers who skip shifts for benefits received.
- Ensure there is a management plan to deal with difficult volunteers, who may need assistance to effectively perform, or be transitioned off the volunteer team.



# Training day

Job descriptions, codes of conduct, bills of rights, and accountability programs should be reviewed during an onsite training.

This orientation should also provide background on the event, and demonstrate any tasks they'll be doing. This is also a good time to review and provide any special equipment that might be needed, including t-shirts, badges or safety equipment.



# Communicate, communicate, and then communicate some more

Even after you feel like you've spelled out EVERY detail a million times, recommunicate the details back to volunteers. Include last minute emergency contact information, role description, all material needs, and directions!

**Save the Date! Confirmation Email** — Send when volunteers sign up. Be sure it includes a downloadable invite they can upload to their personal online computer. The invite should include the event address and a contact person for event day.

**What to Expect Email** — Send this out one month before the event and include the special treatment volunteers can expect as well as early gratitude for their service.

**Logistical Details Email** — Send this out about one week before the event. Include a list of frequently asked questions and a map of where to park and check in.

**Last Minute Reminder Email** — Send this email the morning before event day with any last minute instructions and key reminders. Let them know you are counting on them and excited to meet them in person.



# **Small Group Discussion :**

**What have you done to successfully prepare your volunteers for event day? Key learnings?**

# Retention

# Practical Ways to Engage and Retain Volunteers

1. Discover why they got involved in the first place, and do more of it (consider asking this on your registration form or through a survey)
2. Onboard in a consistent way
3. Identify who isn't engaging and win them back before they leave
4. Conduct exit interviews with lapsed volunteers
5. Create personal connections



**Questions?**

# Tracy Nielsen

[www.HandsOnTwinCities.org](http://www.HandsOnTwinCities.org)

612-379-4900 x17

tracy@handsontwincities.org



Hands On  
TWIN CITIES