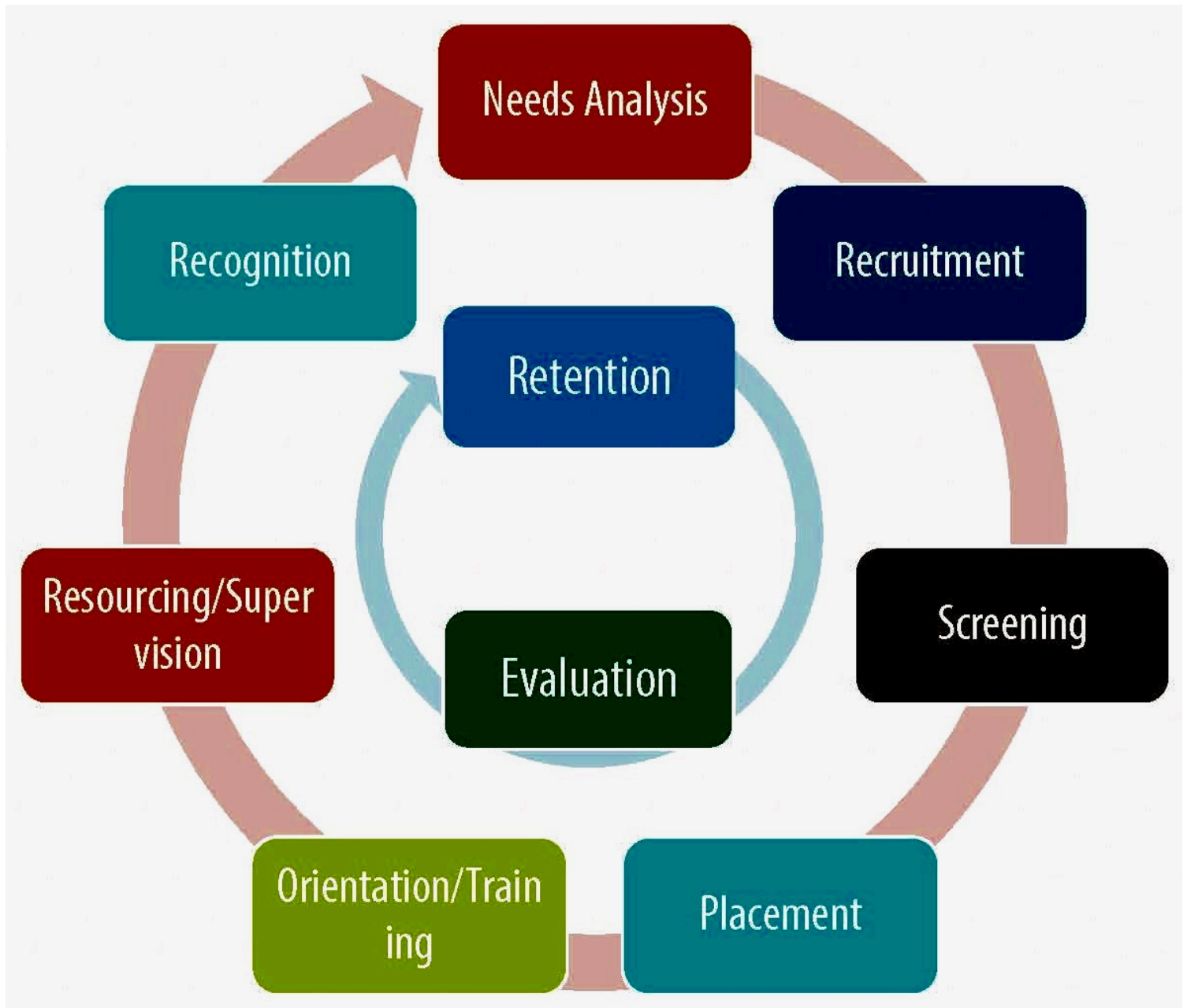


7 KEYS TO SUCCESSFUL & ENTHUSIASTIC VOLUNTEER INVOLVEMENT IN YOUR NON PROFIT Guidebook



Kim North October 2019

The Volunteer Engagement Cycle



Needs Analysis

Choose an activity or event that you need volunteers for in the near future

1. What are your organization's goals?

2. How will volunteers help?

3. In which roles do you need them?

4. What infrastructure and capacity do you have to support & manage volunteers?

Space:

Materials:

Training:

Other:

Note: VolunteerCONNECT can help through volunteer "application" processes that clearly state your needs.

Recruitment

1. Who is your target audience?

2. What words and pictures will appeal to them?

3. Where can you find Volunteers?

4. What partnerships can help you connect?

5. Do you use these tools?

- ☐ Word of Mouth ☐ Newspaper Add ☐ Lillooet Calendar
☐ Posters ☐ Email ☐ Facebook ☐ Instagram ☐ Other

Note: VolunteerCONNECT is exploring the use of a community wide online recruitment program. Would your organization like to learn more?

- ☐ Yes ☐ No

Finding Volunteers



Board Members – strong leadership to drive change and achieve missions

- ❖ Employer-Supported Volunteers – Business encourages staff to donate their time to community causes – on company time or supported through other company resources. Gives chance for business to show corporate social responsibility.



Family Volunteering – involves more than one person in a household or extended family – different generations working together.

- ❖ Group Volunteering – circle of friends, a youth group, a service club, a class, a faith group, a family or a neighbourhood can do group volunteering.
- ❖ Microvolunteering – Short time commitment, quick projects, primarily done on one's own but contributing pieces to a larger project
- ❖ Newcomers – Way to get to know community, network, socialize and meet new people, gain work experience and improve language



Older Adults – Boomers are getting ready to retire, experience, could act as mentors

- ❖ People with Disabilities – Build an inclusive environment and utilize skills they have
- ❖ Skills-Based – Target people in the community that have specific skills you need and ask!



Youth – Engage youth and the voluntary sector strong; provide positive volunteer experience, let them work together, choose activities!

Screening

1. Do you think your organization needs screening policies?

2. Do you already have screening policies in place?

3. What are the minimum requirements you want for volunteers?

4. Did you ask them why they are volunteering for your organization?

☐ Yes ☐ No ☐ They told us without any questions ☐ Other

5. What are their key motivations for volunteering with your organization?

6. How do the majority of your volunteers want to contribute?

☐ Event/Activity ☐ Short term ☐ Long term ☐ Board

☐ Other:

Note: Screening Policy Template being developed by VolunteerCONNECT for use by non-profit organizations.

Placement

1. What specific role/s will the volunteer be assigned?

2. Does the placement match their key motivations? How?

3. Is the volunteer opportunity meaningful to them?

3. When do they start? _____

4. Do you have an end date they are aware of? _____

5. How many hours are expected? _____

6. Does this match their contributing parameters? No surprises?

7. Do you have a leader and team in place to make the volunteer feel welcome and safe?

8. Do you have in place strategies to manage risks?

Safe Place

1. Do you make your volunteers feel like they belong?

IV. Placement

B. Minimizing Danger & Maximizing Reward

Status: Am I respected & valued?

- Greet by name, acknowledge effort or accomplishment

Certainty: Am I in the loop?

- Everyone on the team has the same info/knowledge

Autonomy: Am I given choices & control?

- Allow to make own choices & co-create goals/plans

Relatedness: Do I belong?

- Paying attention (eye contact, nodding, etc.) & showing curiosity

Fairness: Do I get the credit & opportunities others do?

- Ensure all members are acknowledged & have opportunities to stretch their skills

Orientation/Training

1. Have you designated a welcome team? ☐ Yes ☐ No

2. How will volunteers learn about your organization?

3. When do you share your mission, goals, policies and procedures?

4. Are volunteers aware of risk strategies you have in place?

5. Do they need training for their role? ☐ Yes ☐ No

6. How will the training take place?

☐ In-house mentoring ☐ Formal training program

☐ On-line training ☐ Other?

7. Were they surprised that they needed training? ☐ Yes ☐ No

8. Did they enjoy their training? ☐ Yes ☐ No

Note: VolunteerCONNECT will assist your organization by offering training courses. Let us know what you need.

Resourcing/Supervision

1. Have you designated a person or team to provide day-to-day support?

2. Does the volunteer know what they can and cannot do?

3. How will work be delegated – by whom to whom?

3. How will communication happen?

4. Does the volunteer know who is staff and who are volunteers?

5. Do they understand the difference in roles?

Recognition

1. Did you follow up with your volunteer to see how they enjoyed their experience?

☐ Yes

☐ No

2. Did you ask for their feedback on their volunteer experience?

☐ Yes

☐ No

3. How will volunteers be appreciated every day?

4. How will you acknowledge specific achievements?

5. Have you offered leadership roles now or in future if wanted?

6. Have you offered training or workshops?

Note: VolunteerCONNECT can help by posting stories of your event/activity on facebook so a wider audience sees and can honour your volunteers.

Retention

1. Were you surprised when a volunteer left? ☐ Yes ☐ No

2. Did you ask the volunteer why they are leaving? ☐ Yes ☐ No

3. Do you track volunteer satisfaction throughout term? ☐ Yes ☐ No

4. How will you address the reasons why a volunteer left?

5. How do volunteers give input and suggestions throughout term?

6. Have you acted on any suggestions in the past? ☐ Yes ☐ No

Note: VolunteerCONNECT can provide a satisfaction survey you could use throughout the year to gauge both staff and volunteer satisfaction

Evaluation

1. How do you track your program goals?

2. How will you know when program gaps still exist?

3. How will you address volunteer complaints?

4. How will you manage volunteer work quality or issues?

Note: VolunteerCONNECT is in the process of developing policy and evaluation tools to support your organizations

For volunteers to **spend** their time,
the experience must be **worth** their time.

