

Find 'Em and Keep 'Em

4 June 2002

North Queens Consolidated High School

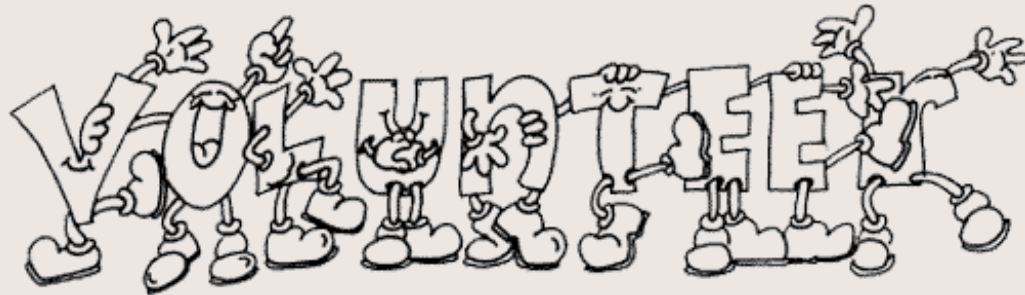
7:00pm-9:00pm

Norm Amirault and Tracy Burgess

Region of Queens Municipality

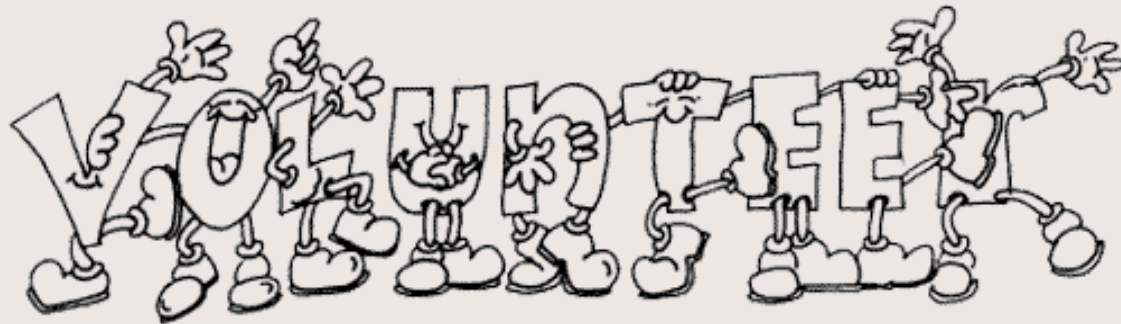
Reflection...

- Take 1 minute and think of a time when you said “Yes” to a volunteer opportunity. What made you said “Yes”?



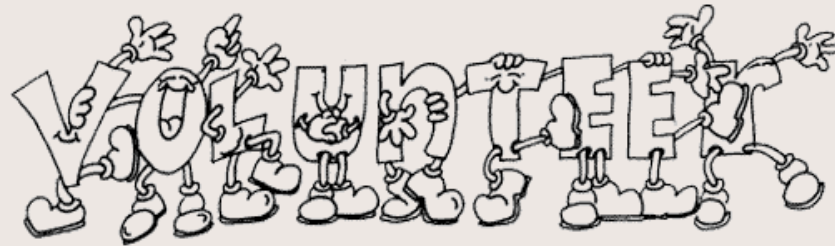
A Definition of Volunteer Recruitment

- A process to attract and invite people to **consider** volunteer involvement within your agency, church, organization.



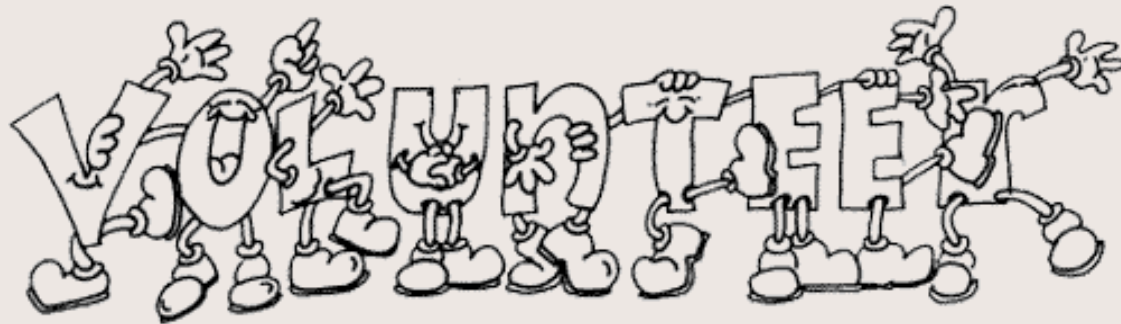
Techniques to Avoid!

- Bait and Switch
- “There’s nothing to it.”
- “We’re desperate, anyone will do...”
- “We have lots of needs...HELP!”
- “I’m tired of doing it. Anyone else want to do it?”



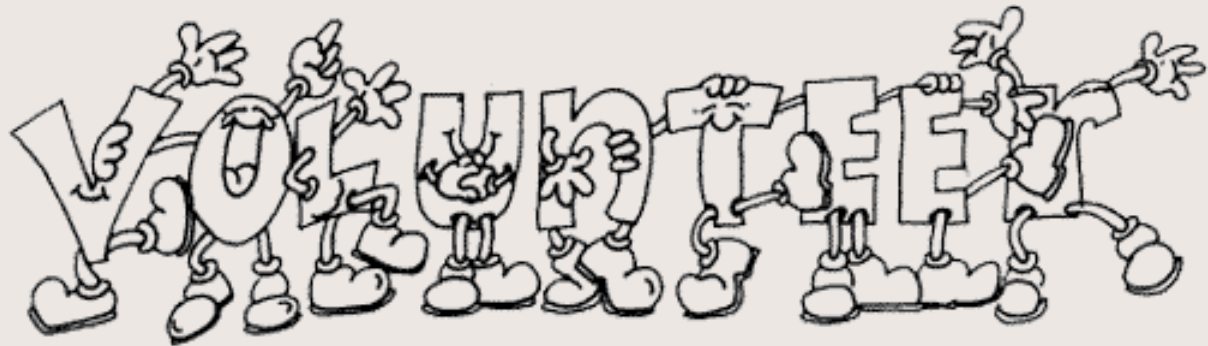
3 Elements in a Recruitment Message

- The Statement of need
- How the volunteer can help
- Benefits of the job



Best recruiters are volunteers who are...

- Satisfied
- Enthusiastic
- Articulate
- Connected



Important Facts...

- 90% of volunteers have a direct link to the organization when recruited
- Women volunteer on average 106 hrs/year
- Men volunteer on average 85 hrs/year
- The amount of time people have to volunteer is decreasing
- The amount of people willing to volunteer is increasing
- What people want from their volunteer experience is becoming more and more specific

Barriers to Volunteering

- Identify any organizational or personal barriers that may keep prospective volunteers from responding positively to opportunities to work in your organization.
- Five barriers to volunteering.
- Pass the list to the other group
- Discuss ways to overcome the barrier
- Report back

Recruitment Message-Statement of Need

- **In terms of the Organization-**

Special Olympics needs softball coaches for Spring Leagues.

- **In terms of the Client-**

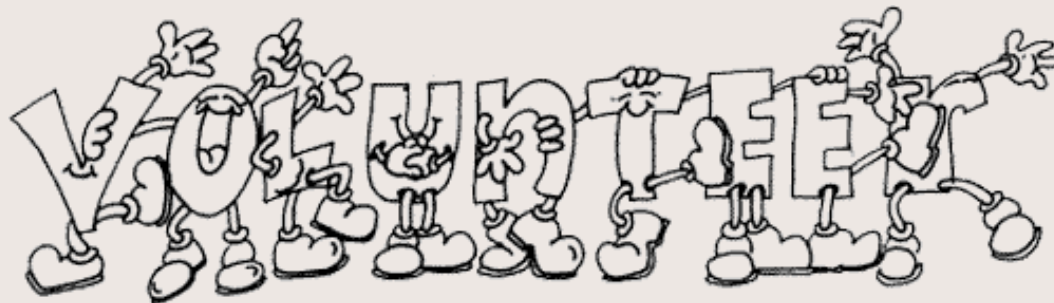
They have gloves, bats and softballs, but no coach. 75 boys and girls with mental challenges are waiting for a coach. Don't let them strike out. Join our Special Olympics Team! Call 1-800-Gold today!

Find 'Em

- Everyday experience and well documented research suggest that...
- Face to Face –1st
- Phone Call-2nd
- Personal Letter-3rd
- With someone the potential volunteer knows, likes and respects!
- Small Request

Recruiting...

- Both tangible and intangible rewards
- Give volunteers their choice of jobs
- Write a potential letter to volunteers-what your organization does, why you need help, why you need their help in particular.



~Volunteer Position Descriptions~

- Position Title
- Work Location
- Volunteer Impact
- Responsibilities and Duties
- Qualifications
- Commitment Required
- Training
- Dates
- Volunteer Supervisor

~Practice Doing a Position Description~

Secret of Success

- **Sincerity**
- **Passion**
- **Innovation**
- **Risk Taking**
- **Inclusiveness**
- **Thinking like a Visionary**

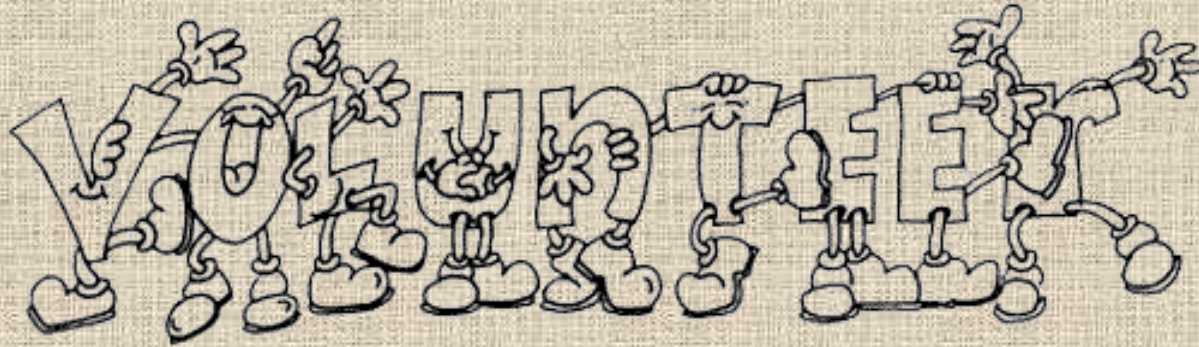
Effective Invitations

- Be prepared
- Be sure that you are the right person to extend the invitation
- Personalize your invitation
- Think about how the invitation will sound to the prospective volunteer
- **Be enthusiastic**
- Be realistic with expectations
- Remember the “courtesy factor”
- Bring closure to conversation
- Follow up quickly
- Accept “No” Graciously

“Building Our Community” Fair

- Who: Non-Profit Organizations in North Queens
- When: Saturday, September 28th, 11-2pm
- Where: Legion Hall, Caledonia
- Why: To have the opportunity to recruit volunteers and ‘showcase’ what your organization is doing!

Call the department to register your group



Motivation

“Great thoughts speak only to the thoughtful mind, but great actions speak to all mankind.”

—Emily P. Bissell

Top Ten Reasons to Volunteer

1. When you stay home you get too many telemarketing calls.
2. Your family could use a break from you.
3. You might need help yourself some day.
4. It's hard to win a game of solitaire.
5. Soap operas all sound alike.
6. If you don't go out each day, you get old.
7. Why let your boss have all the fun in life?
8. The car needs a workout.
9. Your mom would be proud of you.
10. Who cares about money?

Submitted by and Source: Joy Pople, Baldwinsville Volunteer Center, Baldwinsville NY

Keep 'Em!

- Benefits of Volunteering-Motivators
- 101 Ways to Give Recognition
- Creative Ways
- Thank You-Thank You-Thank You!
- No Recognition Needed!
- Recognition Items that are available!
- Recognition Principles
- Respect

Top Motivations for Volunteering!

- To help in a cause in which they personally believe (96%)
- To use their skills and experiences (78%)
- Because they have been personally affected or know someone who has been personally affected by the cause the organization supports (67%)
- To explore their own strengths (54%)
- To fulfill religious obligations or beliefs (29%)
- Because their friends volunteer (25%)
- To improve their job opportunities (22%)

Let's Get Creative!

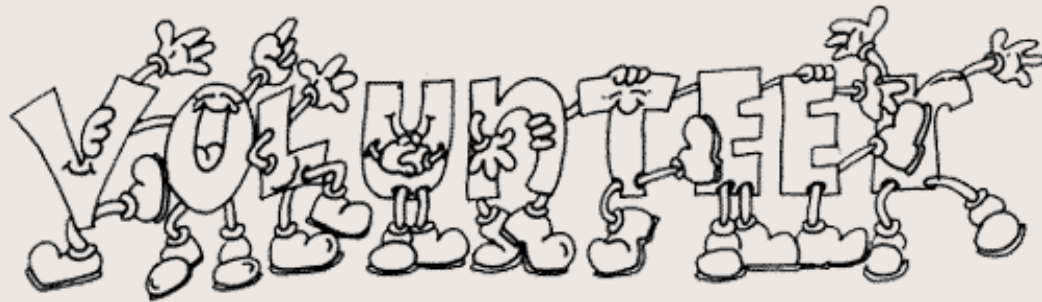
- Colour Code Tags to indicate particular achievements (hours, years...)
- Send a Valentine
- Plan a themed Volunteer Celebration
- Take a picture of volunteer 'in action' and give it to them at a Celebration
- Say 'Thank You'!!!
- A Volunteer Wall of Fame! Monthly Volunteers and Brief Biography. Good for volunteers and visitors!
- Brainstorm 5 Creative Ways to Recognize Volunteers!

Ten Guidelines for Recognition

- Give it or else
- Give it frequently
- Give it via a variety of methods
- Give it honestly
- Give it to the person, not the work
- Give it appropriately to the achievement
- Give it consistently
- Give it on a timely basis
- Give it in an individual fashion
- Give it for what you want more of

What Items Are Available and Where to Get Them...

- IYV
- Recreation Nova Scotia
- Volunteer Canada



Key Principles for Successful Recognition of Volunteers

- The key to volunteer recognition is placement in the job most suitable to his/her motivations and talents.
- Recognition must be meaningful to recipients, not to the person giving the recognition.
- Formal awards should feel sincere. They should not only recognize number of hours but should be based on the impact of the work.

Motivation...

Glad Gifts

(I Enjoy)

Quests

(I want to)

No, No's

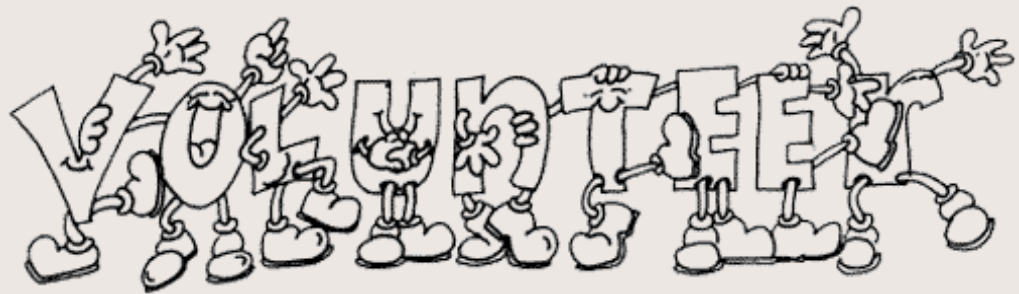
(I don't want to)

Youth Volunteers...

- Gaining Access
 - Teacher/Counsellors
 - Speak to a club at High School
 - Create Announcements target to parents of teens at workplaces, churches, community centres.

FLEXIVOL Model

- Flexibility
- Legitimacy
- Ease of Access
- Experience
- Incentives
- Variety
- Organization
- Laughs!!!



Sources

- Volunteer Canada
- www.txserv.org
- www.energizeinc.com
- www.iyvcanada.com
- Ministry of Agriculture and Food
- Skills Program
- Eva Marks MacIsaac
- www/independentsector.org