

Finding & Retaining Volunteers

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Food for Thought

"If your volunteer recruitment or retention efforts are aimed at no one in particular, don't be surprised if no one in particular responds to them."

-- Rick Lynch

Requirements For Today:

- ▶ Enthusiasm
- ▶ Clapping & Loudness every now and then,
- ▶ No one enters after class starts,
- ▶ Tell everyone who was not here today, that they missed the best presentation EVER!!

- ▶ **This Powerpoint** Presentation plus any notes we add today will be available on request after this weekend
- ▶ Send me an email:
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Begin at the beginning!

- ▶ Make recruitment and retention efforts of all volunteers. A task for all current board members of your organization
- ▶ Document volunteer information during officer rotations
- ▶ **Get everyone involved!!**

Schedule for Today

- ▶ Introductions
- ▶ Slides
- ▶ Lots of Fun
- ▶ Interject Ideas and Comments

▶ Introductions:

▶ Name

▶ Position

▶ User Group

▶ Something unique about your area or

▶ Something unique about you

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Before asking for help:

- ▶ Determine what help you need
- ▶ Develop a “responsibility description”
(not a “job”)

Promote

Promote Your Organization's Needs Through:

Meetings

Website

Newsletter

Volunteers just like regular members, have a diversity of backgrounds..

Recognize the diversity so you can include people with different skills and ideas and make the "right fit"

Have a “more information” sheet and a short brochure at meetings that members can read about the “needs” of the organization.

Pick out members in your club that you can encourage into small tasks just to get their feet wet.

What Clubs can do to Recruit/Retain Volunteers:

Set up an area on your web site dedicated to volunteers. Keep them informed.

- ▶ Be clear with your volunteers about what is expected of them.
- ▶ Tell them what you need accomplished and act as a resource should they have questions or concerns.

Small efforts vs. long range commitments

Keep in mind individual talents and then ask" if they would like to contribute in a certain area or suggest an area. Many are reluctant to "volunteer" but are happy to help if asked.

▶ **Train sufficiently –**

- ▶ Your volunteers are excited to help out. Remember, they found you and want to contribute their time to your organization.
- ▶ Make sure they have the tools necessary to succeed.

Record basic contact details:

- ▶ Name & Address
- ▶ Telephone numbers
- ▶ e-mail addresses

- ▶ Record comments about the observed traits, passions, strengths, weaknesses – Just like a manager knows an employee.

- ▶ Make volunteers feel welcome,
- ▶ Introduce volunteers to other staff members,
- ▶ Set expectations,
- ▶ Train sufficiently,
- ▶ Give them a purpose,
- ▶ Be honest,
- ▶ Create ground rules,
- ▶ Show appreciation.

The Approach:

- ▶ Honest,
- ▶ Personal,
- ▶ Look out for the welfare of the club,
- ▶ At first, avoid the word "volunteer" but rather on explaining a need.

Don't be afraid to show your
enthusiasm.



Create ground rules –

- ▶ Volunteers are eager to help, and while they aren't actual employees, they may still need to adhere to general organizational policies.
- ▶ Make sure you relate any important rules or guidelines before your volunteers get started.

Retention Actions

- ▶ Assign Responsibilities among members – not jobs!
- ▶ Empower your volunteers as needed,
- ▶ Support each other,
- ▶ Encourage Fellowship,
- ▶ Make sure volunteers are well informed,
- ▶ Keep it Professional – Not Political.

- ▶ Start Small,
- ▶ Praise,
- ▶ Recognize,
- ▶ Volunteer Of The Month / Quarter.

Invigorate

- ▶ Be enthusiastic,
- ▶ Officer level volunteers,
- ▶ Helper Volunteers,
- ▶ Future Assignments,
- ▶ Follow-up and Follow-through,
- ▶ Encourage,
- ▶ Know capabilities and strengths.

Prevent Burnout

- ▶ Think of a replacement,
- ▶ Rotate,
- ▶ Communications,
- ▶ Observation.

Rewards For Volunteers:

- ▶ 1st Crack at reviews,
- ▶ Designated seating,
- ▶ Pig Sig Freebies,
- ▶ Other.

Know and Appreciate

- ▶ Learn the Names of your volunteers,
- ▶ Send Birthday Cards,
- ▶ Recognize anniversaries,
- ▶ Recognize folks who do special things.

Recognition is Vital

Off the wall, simple things, a note, and personalized items!

Recap

- ▶ Let your members know of needs,
- ▶ Start small and nurture,
- ▶ Praise and Recognition,
- ▶ Define the task,
- ▶ Know the capabilities of your volunteers,
- ▶ Avoid Burnout
- ▶ Empower your volunteers into leadership.

Thank You!!



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