



# THE 3 R'S OF VOLUNTEER MANAGEMENT:

Recruitment  
Retention  
Recognition

# Two Main Reasons Why People Volunteer

- They were asked
- They want to do something good for others and their community

# What Prevents People from Volunteering

- Time
- Need for flexibility, unable to commit
- Type of help needed
- Location, distance from home or work
- Lack of childcare, family commitments

# Why Do People Stop Volunteering?

## #1 Reason

- They feel that their skills and time is not being utilized well.

# Why Others may not Volunteer for YOUR Program...

- They've never heard of you
- They don't really understand what you do
- They aren't clear how their time and effort will make a difference
- They don't know anyone else who volunteers with you
- They can't figure out how to sign-up to volunteer
- You haven't asked

# What Do Volunteers Want?

- To feel welcome
- Good training
- To do fun and meaningful work
- To know up front how much time is involved
- To be appreciated
- Good communication
- To know that they are making a difference
- To learn something new

# Recruitment is...

...the process of attracting, selecting and enlisting volunteers to work for your organization.



# Ways to Effectively Recruit Volunteers

- You need a plan
- You need a recruitment goal
- You need to have a specific need or position that you are trying to fulfill



# Where to Find Potential Volunteers

- Corporations
- Students
- Churches or religious groups
- Social and Community Groups
- Parents
- Siblings
- Seniors or Retirees

# Youth and Family Volunteers

Since the 1990's, more than twice as many youth have been getting involved in volunteering.

- Volunteering with youth organizations is up by approximately 75%
- A young person from a family where at least one parent volunteers is almost twice as likely to volunteer
- Strengthens family bonds
- Allows family members to be role models
- Provides quality family time

# Local Resources for Recruitment

- Local media
- Social media
- Neighborhood message boards
- Libraries
- Chamber of Commerce
- Local support groups
- School newspapers
- Word of mouth

# Online Resources for Recruitment

- Program Website
- Social Media
- LinkedIn
- Volunteer Match
- United Way of Central Indiana
- Americorps

# Retention is...

...the process of making volunteers feel good about what they are doing and themselves.



# Retention Begins with...

- The interview & orientation process
- Providing an atmosphere that is welcoming and inviting
- Providing sufficient support and training

# Principles of Volunteer Retention

- Volunteers stay if their tasks & procedures are clear
- Volunteers stay if they feel welcome & appreciated
- Volunteers stay if they bond to someone within the organization
- Volunteers stay if they receive feedback that connects their job to program success
- Volunteers stay if they have a voice in the organization
- Volunteers are motivated by opportunities to learn new skills
- Volunteers are motivated by opportunities to “change the World” or “make a difference”

# Basic Rules of Retention

- Retention doesn't happen by accident
  - Retention is an outcome, not a task
  - Don't waste the volunteer's time
  - Let volunteers do the work they want to do
  - Thank volunteers for their efforts
- REWARD + RECOGNITION = RETENTION**
- Don't assume your volunteers feel appreciated



# Volunteer Motivation

- Listen to your volunteers
- Give volunteers a reason to participate
- Motivation comes from within the person
- Provide an environment that will encourage
- Skill Development & Personal Growth
- Challenge/Goals
- Connection with others
- Recognition of service
- Rewards

# Volunteer Motivation Cont...

- Make sure volunteers are doing work that is meaningful to them
- Invite volunteers to participate in decision making
- Promote volunteers to other roles to take better advantage of their talents
- Let volunteers know how the program is progressing
- Ask volunteers for feedback
- Provide training opportunities

# Recognition is...

...the process of identifying or remembering the actions of others with gratitude.



# Recognition Ideas & Suggestions

- Host a party for volunteers & their families
- Hold at least one recognition event per year
- Give volunteers a framed photograph of those they serve
- Work with local media to highlight outstanding volunteer stories
- Annual Spirit of Special Olympics Awards
- Highlight a volunteer on your website or Facebook page
- Send a thank you note

# Why do Volunteers Leave?

Volunteer retention is directly impacted by how clearly volunteers have been recruited, how fairly they are supervised and how effectively they are recognized and rewarded.

- Lack of supervision or poor leadership
- Lack of training
- Lack of or poor communication
- Lack of feedback or recognition

# Summary...

- Clear communication
- Well-managed recruitment
- Regular feedback
- Celebrate and recognize accomplishments & contributions
- Express appreciation for service
- Ensure personal goals are met
- Operate a well-managed program

# Questions

**Thank  
You!**

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