

Welcome

Building a Thriving Volunteer Team

Effective Recruitment &
Retention Strategies

- Resident of the **Grandview-Thorpe Neighborhood** since December, 2004; Involved in Neighborhood Council since 2006.
 - NC Titles held include: SNLA Mentor, Chair, Secretary, Clean-Up Coordinator, Community Assembly Representative.
 - Past CA Committee participation includes: Administrative Committee, Policies & Procedures (P&P), Budget, Building Stronger Neighborhoods (BSN).
- Wife, Kid Mom and Dog Mom.
- Snowboarder, Camper, and Travel Planner.
- Former Chef, Server, Restaurant Manager.
- Employment Recruiter since 2021.

About Me



Today's Workshop Agenda



1. Identifying Volunteer Opportunities
2. How to Recruit
3. Volunteer Training and Retention
4. Volunteer Appreciation
5. Succession Planning
6. Real-Life Successes and Challenges

Identifying Volunteer Opportunities

Everyone has their passions and commitments. **Personalize the invitation:**
Find a matching volunteer opportunity that fits with those passions and commitments.



Discussion: ***Categorize Volunteer Roles***

***What is
your “Why”?***

- Minimal Commitment?
 - Make it simple! The gateway drug to long-term volunteering.
- Seasonal Commitment?
 - Match to the volunteer’s availability.
- Consistent, but busy?
 - Ongoing occasional tasks.
- Consistently Active?
 - Leadership and Liaison Opportunities.

Volunteer Recruitment

Selling (what are they
shopping for?)

Connecting: Personalization

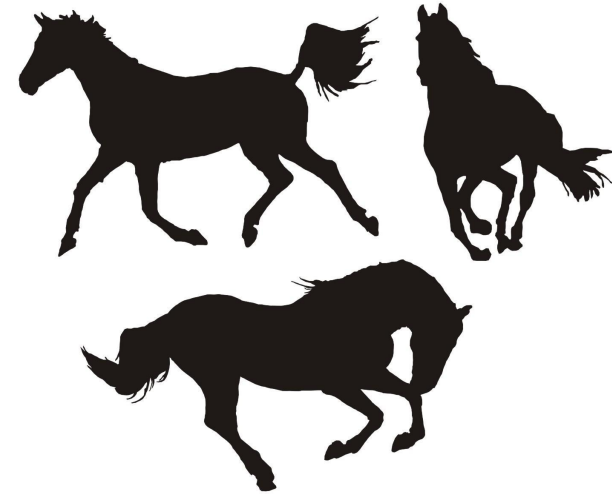
Active vs Passive Strategies

Follow Through

Consistency



Unicorns do exist!



But horses are a lot
easier to find.

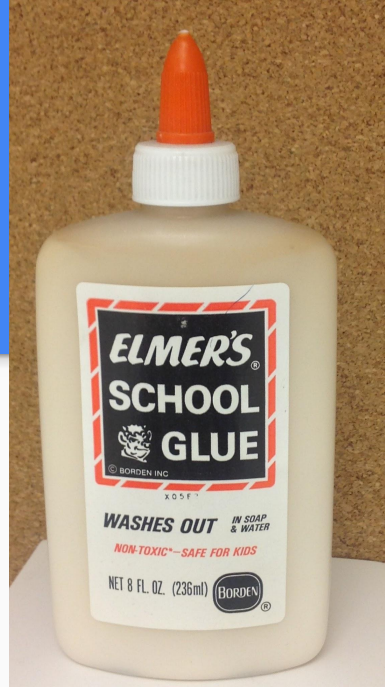
Volunteer Training and Retention

Training Expectations

- Time Commitment
- Responsibilities
- Teammates/Support
- Deadlines
- Resources
- Follow-Up

Retention

- Communication/Feedback
- Commitment Level
- Interest in Other Roles
- Training Opportunities
- Succession Expectations



Volunteer Appreciation

Know Your People

Public Recognition

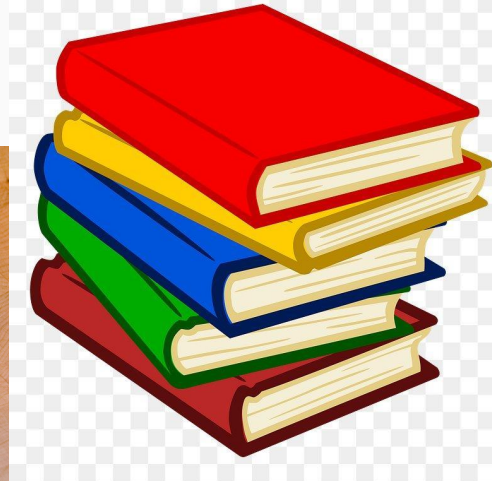
Private Recognition

Show the Impact

Respect Boundaries

*A heartfelt Thank-You
goes a long way!*

What's Your Currency?



Succession Planning

- Provide Support Before Burnout
- Ask for Referrals - Buddy System
- Align opportunities with interests
 - Things Change
- Be ready for anything
 - Back it up!



Prepare for turnover - Recruit early

Successes and Frustrations

Success breeds success - the more active volunteers you have, the more will want to be involved.

Not everyone is ready. Don't take offense when you hear No, and don't close the door.

Start with a snowball, and build a team of snowmen!



Volunteers have
different
desires, skills,
and availability.

Be prepared with a
variety of opportunities!



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Grandview-Thorpe
Neighborhood Council

Chair,
CA Building Stronger
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Questions?

