



BUILDING VOLUNTEER PROGRAMS



Kate Scherr ~ KS Solutions, LLC

AGENDA



- Opening – volunteer discussion
- Benefits of volunteers to organizations
- Staff/Volunteer Relationships
- Basics of Volunteer Management
 - Are you ready?
 - Components of
- Recruit and Retain
- What's next?

Volunteers...




Are volunteers FREE?



Benefits of Volunteers


Benefits to Nonprofits/Government Agencies

- Offers direct cost savings for community service organizations
- Offers skilled and talented individuals
- Bring energy to the organization.
- Raises awareness of community issues
- Creates “ambassadors” for your organization



"A civilization flourishes when people plant trees under which they will never sit."

--Greek Proverb



“Volunteers supplement the workforce. They enhance the workplace and bring about experience that we may not have. Volunteers also bring different personalities and help to enrich other people’s personalities. They mix right into the molding pot of the organization. Most importantly, volunteers help to make up for positions that the nonprofit may not be able to afford.”

**Peggy Vick, Volunteer Coordinator for
The Salvation Army**

Value of a Volunteer Hour

The estimated dollar value of volunteer time is
\$21.36 per hour for 2010.

– Independent Sector



Staff/Volunteer Relationships

Supporting the Staff/Volunteer Dynamic

- Commitment to volunteer program from the top and throughout the agency
- Staff input into volunteer program
- Policies and roles clearly defined for both staff and volunteers
- Lead staff person to manage volunteers
- Staff trained on working with volunteers
- “Work with volunteers” in staff job descriptions
- Commend staff for good work with volunteers
- Help staff see benefit to supervising volunteers in terms of resume-building
- Clear position descriptions for volunteers
- Good supervision of staff and volunteers

Are you ready for volunteers?



Components of Volunteer Management

- ❑ Position description
- ❑ Interview/screening
- ❑ Orientation
- ❑ Supervision
- ❑ Performance Evaluation
- ❑ Recognition and Retention*
- ❑ Measuring Program Effectiveness

For great templates:

www.volunteercentral.net/agencies-resources.htm

Type of Volunteers

- Episodic
- On-going
- Project-based



Why do people volunteer?



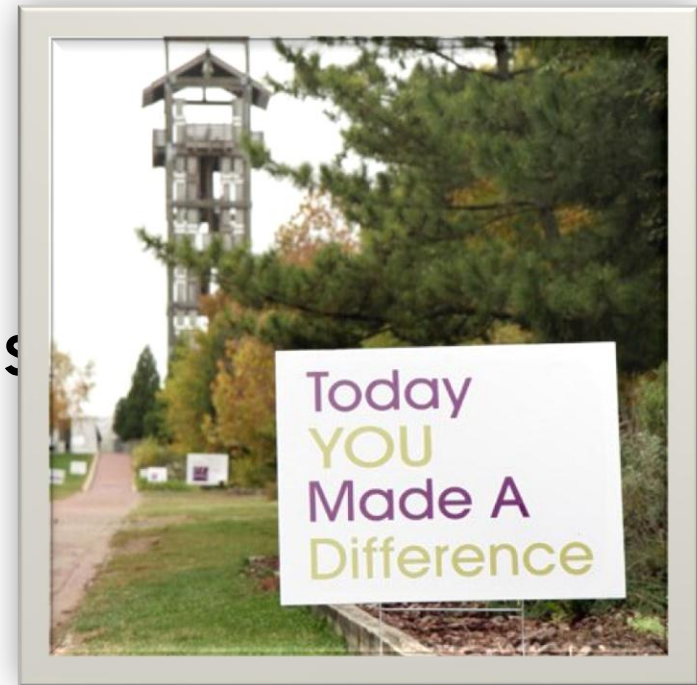
Recruitment and Retention

Volunteer Recruitment

- Mass vs targeted recruitment
- Consider the type of volunteer you need
 - Short or long term
 - Skilled in a particular area
 - High energy vs sedentary
- Write your message
 - Share it with others – how does it sound?
 - Don't sound desperate
 - Consider the needs of the volunteer – what's in it for them?

Volunteer Retention

- Got 'em, now keep 'em!
- Remember what volunteers want.
- Appreciation.
 - ▣ Often is best.
 - ▣ Does not have to be costly.
- Camaraderie.



What will you do first?

In Closing

- Volunteers are a huge asset to an organization.
- Volunteers are a lot of work!
- There is a field of volunteer management and you should learn the best practices.
- Remember to be a good host/camp counselor and you'll do great!

Kate Scherr

410-707-8807

Kscherr@kssolution.com

<http://kssolution.blogspot.com/>

