



Volunteer Recruitment & Management

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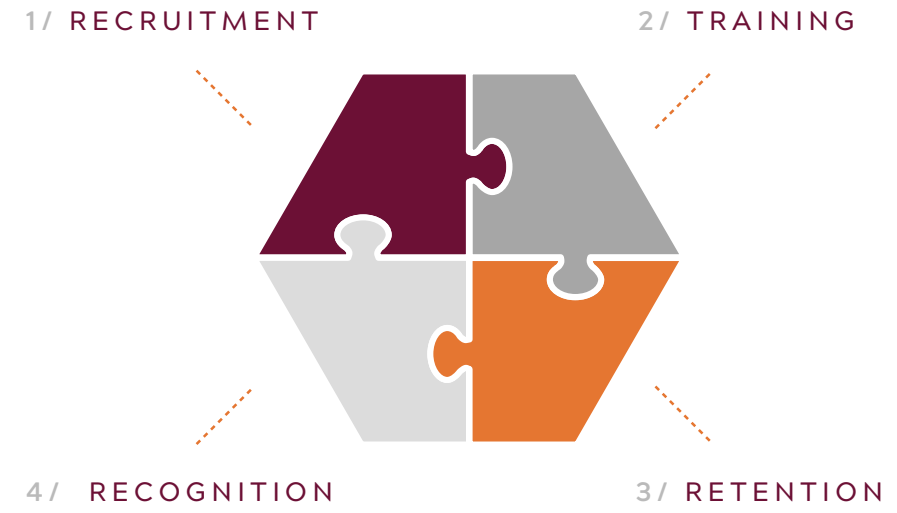


VIRGINIA TECH™



VOLUNTEER LIFE CYCLE

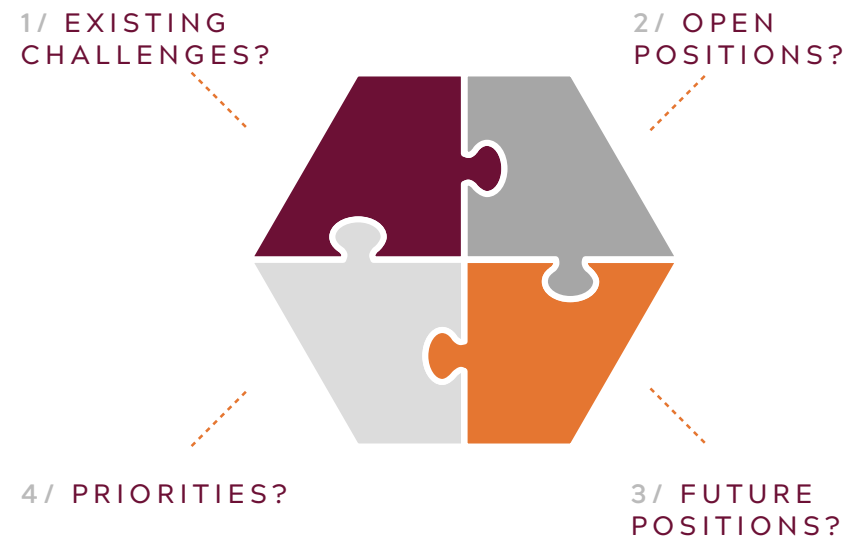
Volunteers are constantly moving through the various stages of the volunteer life cycle. It's important to have a strategy in place for each stage to build a strong affinity and commitment to the organization and its mission.





NEEDS ASSESSMENT

It's also important to continuously assess the needs of the organization and it's volunteers to ensure a mutually beneficial and sustainable relationship.





If you don't know how to help, tell me what you are doing when you are doing your best work"

- Heather Kopec



01

Recruitment



VOLUNTEER RECRUITMENT

Create a volunteer oriented culture:

- Hokie Hospitality
- Ask questions
- Establish expectations
- Create a consistent tone and message
- Communicate constantly
- Build relationships
- Request feedback
- Encourage transparency



VOLUNTEER RECRUITMENT

Best practices:

- Always be prepared to recruit
- Always have position descriptions available
- Strive to honor their reason for volunteering
- Allow volunteers ownership over their time and commitments
- Communicate constantly

REMEMBER: Retention begins during recruitment!



02

Training



VOLUNTEER TRAINING

Best practices:

- Hokie Hospitality
- Normalize training: it never stops!
- Make engagement the core of training
- Make training appealing to all demographics
- Be consistent
- Supervise, support, and evaluate
- Be transparent
- Reaffirm missions, goals, and values



03

Retention & Recognition



VOLUNTEER RETENTION

Best practices:

REMEMBER: Retention starts at recruitment!

- Hokie Hospitality
- Leverage volunteer skills and strengths.
- Provide engagement opportunities in a variety of ways
- Track volunteering data
- Follow-up and stay in touch
- Ask volunteers to donate
- Supervise, support, and evaluate
- Thank, thank, and thank again!



VOLUNTEER RECOGNITION

Best practices:

REMEMBER: Recognition means recruiting + retaining!

- Hokie Hospitality: It's the little things!
- Communicate constantly
- Provide a memorable experience or opportunity
- Time specific events
- Celebrate milestones or achievements
- Get creative and individualize when possible. Make it fun!





GROUP DISCUSSION