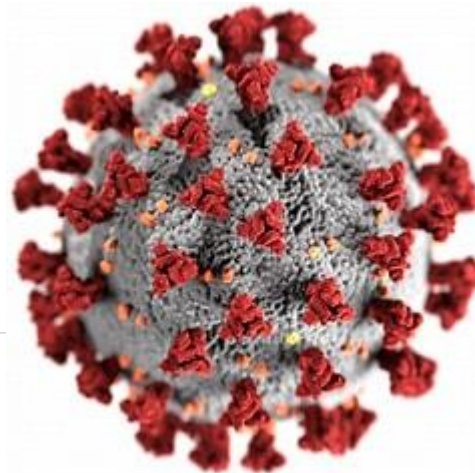


LOCKDOWN Online Interactive Clinics

Clinic nine:
Volunteers:
Attraction and Retention
Managing this important resource.



The Why?

Where do we need volunteers?

The decision to volunteer, is an emotional one.

Volunteers are motivated by different things.

What are the motivations of volunteers?



Why Volunteers get involved

- They want to contribute to a cause in which they believe
- They want to learn new skills
- Their need to fulfill business and/or social expectations
- They want to have a sense of ownership and control that they cannot find in a work situation
- They're motivated by a desire for change
- They want to have fun and enjoy what they are doing
- They want to meet new people



Why do volunteers leave?

- They were underutilized
- The physical environment did not support their efforts
- The atmosphere was impersonal, tense or cold
- They made a suggestion that was not acted on or responded to
- They did not see the connection between one day's work and another
- Employees treated them as an interruption, not as welcome, anticipated help
- The reality of their experience was not what they expected when they signed on





8 Ways on How to Motivate and Engage Volunteers

- Check your assumptions about volunteers
- Design a volunteer engagement program
- Show your appreciation
- Value your volunteers' time
- Play to their strengths
- Communicate and listen to their feedback
- Give volunteers the training and resources they need
- Cultivate your volunteers for other, bigger roles



1. Check your assumptions about volunteers

- Think rationally about the value that volunteers do or could bring to your organization.
- Your volunteers are like money in the bank and should be valued accordingly.
- Does your club know the value of a volunteer hour and the ROI of retaining supporters?
- 2018 value \$25.43 per hour. \$25,000 gift in a year or over a lifetime.
- Treat volunteers as staff members. List their jobs and hours and what appropriate staff members would earn doing the same jobs.
- Volunteers are not “free labor” and they’re not “low-skilled”.
- Time donors require as much of an ongoing, organized investment as paid staff or money donors.
- Keep your nonprofit volunteers motivated and engaged, as well as accountable and reliable.

2. Design a volunteer engagement program



- Should be perceived as a critical management function
- Discussed in the boardroom
- Included in long-range planning and other mission-critical activities.
- It takes more than just creating a quality experience
- Include goals and strategies.
- A volunteer engagement policy should be developed.





Volunteer Bill of Rights and Responsibilities?

It can help you develop a policy

It can guide you through the stewardship process.

It can be used as an interviewing tool and discussion starter.

Its not just a hand-out.

This process may also alert you to any potential problems with the match.

- One of the proposed responsibilities may make a prospective volunteer balk and reveal problems
- Maybe it's not a good fit, or maybe you can discuss how to fix the problem in advance.

3. Show your appreciation

- Treat your volunteers like major donors.
- They give their time, energy, and sometimes funds.
- Show your appreciation with daily stewardship.
- Volunteers are diverse, and each one requires custom interaction—this will, in turn, strengthen your relationship.
- Thank your volunteers. And then thank them again.
- Host a volunteer appreciation party
- Require employees to show appreciation
- Develop photos/ videos to promote on your website/social media
- Honor top volunteers in big and small ways
- Designate a “Volunteer of the Month” recognition





4. Value your volunteers' time

- Show they are making a difference to the club
- Signing on anyone who steps forward to "help" in vague ways, without clear objectives and coordination, simply wastes time – for both the paid staff and volunteers.
- Give volunteers a sense of purpose
 - set expectations
 - define goals
 - make sure they have what they need to make the most of their time.
- Volunteers meetings are important for communication but don't hold unnecessary meetings or wander off your agenda.
- Value volunteers time



5. Play to their strengths

A happy volunteer is a loyal volunteer

Volunteers enjoy using their expertise for a good cause

Allow them to apply their strengths to better your club

Ensure the task is challenging and stimulating

Respect their uniqueness

Understand what they want:

- Don't assume an accountant wants to do finance
- May prefer getting their hands dirty

As long as they're capable and can do the job, assign them to their preferred task/area.

Don't just use your volunteers to do the work nobody else wants to do.

6. Communicate and listen to their feedback

Listen to what your volunteers say

Volunteers who feel ignored probably won't be volunteers for long

Always follow up, let them know when it's put into effect

If an idea is not actionable, follow up with a timely explanation.

The level of your volunteers' engagement reflects your ability to listen to their wants, needs, and suggestions.

Create a feedback survey.

- some won't speak up directly
- won't give feedback in a group setting or during one-on-one out, and it will guarantee honest feedback.

Manage volunteers feedback





7. Give volunteers the training and resources they need

Volunteers deserve the utmost respect

Provide them with the resources and tools they need to be successful

Provide sufficient training to do their jobs competently

Ensure they have the right certifications

Conducting regular performance evaluations

Respect them enough to spend time talking about their work and increase their responsibilities (when appropriate).

8. Cultivate your volunteers for other, bigger roles

Your volunteers may also be leaders

Can you transition volunteers from manual labour to governance

The care and feeding of all of your volunteers are critical for your club's reputation and growth.



Attracting younger volunteers

- Find the age groups influencers and engage them
- Use social media to promote and create excitement
- Be clear about how much time you need
- Get a group together of similar ages
- If for board or committee, try to get 2 or more
- Keep the initial engagement to no more than 2 hours
- Feed them
- Allow for breaks and down time
- Make it FUN



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