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Recruitment Strategy

- Wide Net?
- Job Specific/Targeted?
- Budget?
- All Agency Effort
- Incentives?
- Technology- Are you capturing web interest?



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Recruitment Strategy

Recruit for a good fit, not just warm bodies
How many interviews do your VO leaders typically do in a year?

Is this process taken seriously?

Do you know the per capita cost to onboard a volunteer and calculate ROI?

It's OK to turn away applicants!

One dissatisfied/bad fit volunteer can cause a huge negative ripple in the community.

Have local networks to refer individuals to if your agency isn't the right fit



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Recruitment Strategy

Cross Train VCs to represent your agency at Community Events, especially in Rural areas that depend on relationship building for trust
Where can relationship building turn into viable prospects?

Unlikely Sources/Nontraditional Sources

Cultivation is important

Focus on the skills individuals bring vs. traditional volunteer "boxes"

Tag Team- HR Recruitment/Volunteer Services/Exiting Staff/Education Team

Keep in mind that many volunteers end up on staff, and staff can become volunteers per policy or after retirement/etc.



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Education & Training

When was the last time you revised your Volunteer Orientation?

Are you using technology in your orientations?

What is required? What is nice to have?

Understand state and accreditation requirements




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Breakout Groups

Discuss

- What would an optimal volunteer training look like?
- What resources do you have to put towards volunteer orientation?
- How can the "nice to have" elements get incorporated outside of orientation?
 - How can technology help/make efficient?
 - Adult learning retention

Come up with a training plan that you think would be ideal and use time efficiently



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Retention Strategies

What are you currently doing to retain volunteers?

Retention is ongoing, not just a one time event



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Retention Strategies

What are the most common mistakes your organization makes with **staff and volunteer** recognition?

How do you get to know your volunteers to understand their motivators? Is this a priority for your Volunteer Engagement Team?



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Retention Strategies

5 minute ideas

30 minute ideas

Leveraging Partnerships



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Retention Strategies

Multiple Components





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Retention Strategies

- Survey your volunteers
- It takes an investment
- Mirror with Colleagues
 - Education opportunities
 - Honoring Milestones
- Swag
- Notes
- ???



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The End



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