

Volunteer Engagement Checklist

Understanding Motivations

1. Identify the key motivations of your volunteers
 - Altruistic values
 - Social ties
 - Career focus
 - Protective motives
2. Use surveys like the Volunteer Functions Inventory to gather information

Recruitment Strategy- Convey your purpose, passion and urgency

1. Build your ambassadors
 - Build these relationships ahead of needs and always continue adding new ones
 - Educate and train them on your BRAND, as well as their duties
 - Create a sheet cheat of “fun facts”
 - They want to feel PRIDE and that they are a part of something greater than themselves
 - Have a conversation about what being an ambassador means, what you need from them, and how much their commitment means to the success of your mission.
2. Use social media to connect people with projects
 - Create a sense of urgency
 - Communicate WHY you need this job done quickly and HOW volunteers can help
 - Define the value of this NEED and the IMPACT it will have
 - Tag your ambassadors, board members, staff, community partners
 - Tag friends from out of state if people can help from a distance. Example: Amazon Wishlist
3. List volunteer opportunities on your website
 - Volunteer application that offers a way for them to choose areas they'd like to help with
 - Corporate opportunities
 - Individual or Community Groups
 - Virtual opportunities
 - Off short term low commitments and dedicated long-term commitments
4. Set Clear Expectations & Identify Value
 - Clear reason you need their help
 - What will be expected of them
 - Amount of time it will take
 - Highlight a value you can give to them. Example: Social media post or press
5. Build Trust
 - Regular communication
 - Financial accountability
 - Clear mission and values
 - Compelling stories of impact

RETENTION PLAN - Make a good first impression

1. Build a personal connection.
 - How did you hear about us?
 - What motivated you to get involved?
 - What type of projects are you interested in?
 - Do you have any special or technical skills?
 - How do you prefer to be contacted?
 - What resources do you need from us?

2. Tell them how they'll make a great impact on your organization and community.
 - Equate their time to impact value
 - Ask them to donate
 - Company matching opportunities
3. Show Appreciation - What is meaningful to them?
 - Include them in social media posts
 - Small treats
 - Provide them with ways to be the hero
 - New volunteer t-shirts
 - Invite them to your events as a VIP guest
 - Introduce them to everyone when they are in your building!
 - Let them hear directly from your clients – thank you video
 - Honor them publicly
4. Ask for Feedback
 - How can we improve
 - What new resources would be helpful
 - How can we thank you
 - How satisfied are you with your volunteer experience
 - Is there anything you would change about the experience
 - How much of an impact do you feel volunteering for xyz makes in our community

DIGITAL TOOLS – Technology and Platforms

What you should consider when automating & streamlining

1. Opportunity Directory
2. Screening
3. Scheduling
4. Reporting
5. Tracking
6. Applications/Forms
7. Messaging

Budget -Friendly Volunteer Management Platforms:

- Civic Champs
- Track It Forward
- Vome Volunteer
- SignUp Genius
- Volgistics

Most User-Friendly Volunteer Management Platforms:

- Civic Champs
- SignUp Genius
- POINT
- Mobile Serve

VOLUNTEER MEASUREMENT REPORTING

1. Track volunteer hours and be specific
2. Use this data in a monthly dashboard. Share the impact using numbers and pictures
3. Equate hours to impact value. Example: your help saves the org x number of \$, which = x number of meals provided
4. Equate volunteer hours to reduced overhead = good stewards of every dollar received