

Why do they Stay: Promoting Volunteer Retention

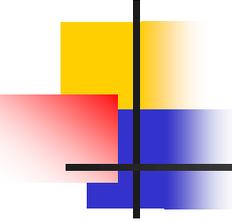
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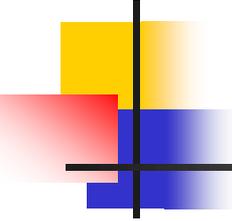
WVRPA

Oct. 1, 2014



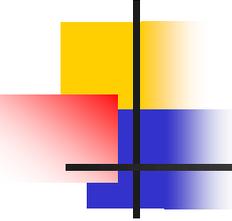
Volunteers: Benefits they seek

- It is a form of leisure
- Personal Enrichment
- Self Actualization
- Self Expression
- Enhance Self Image
- Regeneration
- Concern and to help others
- Socialization
- Becoming more vocal
- Decreased helplessness
- To develop new skills
- For a sense of Accomplishment
- For a sense of Balance in life
- Better physical health



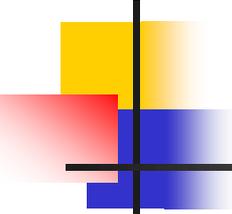
Volunteerism

- Volunteering is part of our countries history
- The organization benefits as well.
 - More so if they are retained once they are trained.



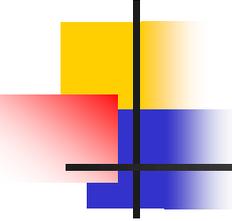
Pre-Recruitment

- Is your organization prepared for Volunteers? Survey of 100 Volunteers:
 - The best opportunities were: Fun, Rewarding, Fulfilling, Organized, & Satisfying
 - Best Leaders: Organized, Passionate, Motivated, Helpful, & Caring
 - The worst opportunities were: Unorganized, Boring, Wasted Time, Long, & Chaotic
 - Worst Leaders: Unorganized, Unavailable, Uncaring, Uninformed, & Self-Centered



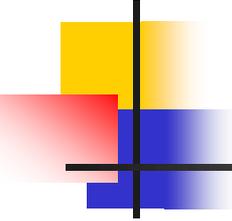
Organization Preparedness:

- Is organization sold on the idea, willing to support the volunteer
- Does the use of volunteers fit into the Mission Statement?
- Do you have specifics on what you need volunteers for?
- Are employees sold on the idea?
 - Some may feel threatened
 - Some may experience criticism from volunteer
 - Some may not be willing to share workspace
 - Some may not be willing to share the praise



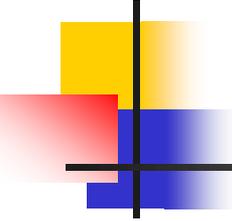
Have you created a volunteer manual?

- Job Descriptions
- Needs and opportunities within the company
- Company Policies and Procedures
- Staff and volunteer directory
- Staff chain of command
- A list of the Board of Directors
- Dress Code
- Grievance procedures
- Volunteer promotion opportunities
- Information on client rights, confidentiality, legal restrictions
- Record keeping forms and paperwork
- Scheduling changes
- Use of agency facilities, equipment, services
- [Sample volunteer manual](#)
- [Example of a training manual](#)
- [Example orientation manual](#)



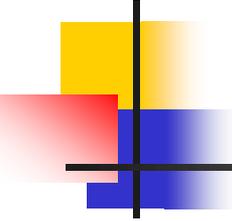
Regarding Applications and Job Descriptions

- To examine Volunteer Retention
 - Research project involving 159 volunteers from 9 agencies in a rural county in Michigan. Many of these volunteers served in multiple agencies.
- 68% of respondents indicated receiving an application while 88% of agencies indicated providing an application.
- 77% of respondents indicated receiving a job description while 87% of agencies indicated providing a job description.
- Interview process: get to know the volunteers dreams, hopes, loves, and hates to make a good match



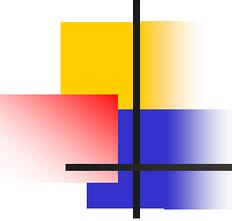
Job Descriptions

- A Job description tells the applicant what their volunteer position entails.
- Many Job Descriptions include the purpose, location, responsibilities, the time commitment, and any qualifications necessary for the position.



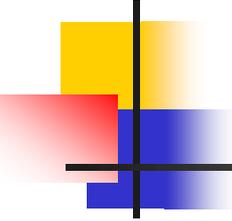
Volunteer Job Description Examples

- [Community Database of Job Description examples](#)
- [Sample Volunteer Job Description templates](#)
- [Receptionist Volunteer Job Description](#)
- [4-H Instructor Job Description](#)
- [Learning Center Job Description](#)



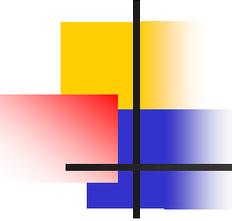
Recruitment

- Target people with skills, attitudes, and knowledge needed.
- Best approach is one-on-one
- Trends in Society
 - People thinking long term
 - Information must be clear
 - Trend in govt. to self help
 - A growing desire and availability among elderly persons
 - A concern about commitment
- What motivates volunteers to join?



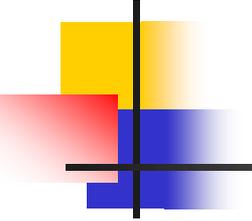
Motivational Factors

1. Belief in the cause of the Agency (89%)
2. Encouragement of Friends (62%)
3. Encouragement of Family (55%)
4. In addition,
 - Advertisements
 - Employer Expectations of service
 - And remember our list of Benefits



Orientation

- 83% of respondents indicated involvement in an agencies orientation while 100% of agencies indicated having an orientation.
- Orientation truly starts at an initial contact with that volunteer prospect
 - For example, when you speak to the volunteer in an interview or over the phone, etc. orientation has already begun at the exact moment.



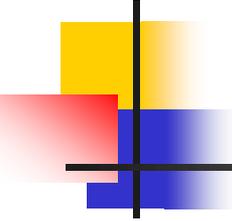
Why do Orientation?

- **Impart knowledge:**

- Organization's mission, goals, vision statement, etc. Also, rules policies and procedures.

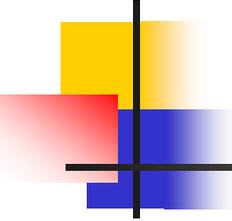
- **Increase the volunteer confidences**

- Causes the volunteer to feel more comfortable with the environment and organization.



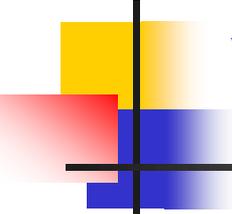
Why do Orientation?

- **Increases the volunteers enthusiasm**
 - to help be apart your organization
- **To avoid future problems and concerns**
 - Understanding of expectations will help avoid misunderstandings



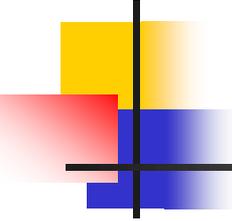
Orientation Keys

- Provide background and knowledge of agency with understanding of how they can contribute
- Orient and recruit volunteer to the cause of the organization.
- Orient volunteer to the system
 - Policies, procedures, structure, requirements
- Orient volunteer to the people in the agency
 - Who is leadership, welcome
- Create video to show "day in the life of a volunteer teaching sports in Costa Rica"



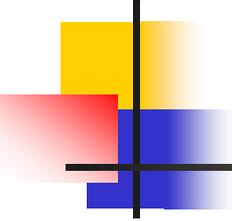
'Coaching' The Volunteer

- Find ways to inspire, empower, and reward
- Match interests and motives for volunteering
- Make experience safe, comfortable, and as convenient as possible
- Coach's guidance may allow the volunteer to surpass the coach in achievement
- Aware of the potential areas of problems of having volunteers
- Understand the needs of the volunteer
- Provide support for the volunteer
- [Practical Guide to Managing Volunteers](#)



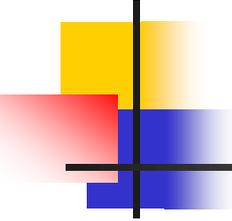
Longevity

- 31% had been in the organization more than 4 years
- 55% indicated an expectation of remaining in the organization more than four years.



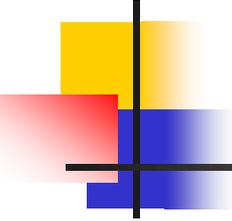
Factors affecting longevity

- Volunteer Enjoyment
- Belief in the Cause
- Sense of being needed
- Needing the experience for future employment
- Co-workers: this was more significant for those who were introduced to their co-workers within the first month of service.



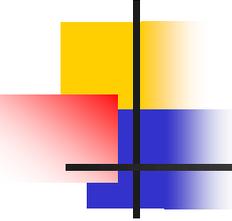
Factors affecting longevity

- Those who felt encouraged and supported by their immediate supervisor had a longer anticipated length of service
- Secondary and mentioned by 73% were:
 - Friends
 - Employer
 - Service for educational credit
 - Job description
 - Orientation
 - Gifts and talents matching the duties assigned



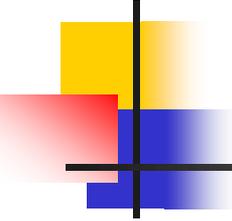
Overcome Obstacles: Understand why people stop volunteer or do not volunteer:

- Not enough time
- Don't feel needed
- Don't feel they really make a difference
- Don't feel welcomed by staff
- Fear of failure
- Lack of background in volunteering
- Don't understand the mission of the organization
- No one asked them or told them they were needed
- Structural barriers:
 - Transportation
 - Child care
- Tasks are too routine
- No training
- No recognition
- Don't feel a part of community.



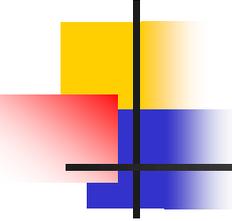
Recognition and Reward

- More than dinners, certificates, and pins
- Three motivators
 - Tangible rewards, something that specifically marks accomplishments
 - Recognition that highlights relationships they have established
 - Recognition that allows others to be influenced to the cause, benefit, or vision of agency



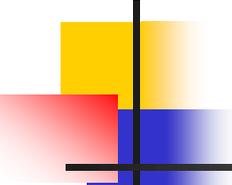
Recognition and Reward

- Done in public way
- During activity and soon after event
- Be personal
- Clear so they know what recognition is for
- Catch people doing good and help them feel good.



Bill of Rights

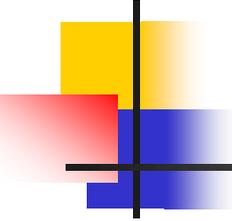
- To be treated as co-workers
- To a suitable assignment
- To make a difference
- Know as much about the organization as possible
- To have training
- To continuing education
- To sound guidance and direction
- To promotion and variety of experiences
- To be heard
- To be recognized
- To a place of work



Available Resources (Examples)

Volunteer Resources

Volunteer Databases	Website details
http://www.volunteermatch.org/	Database of volunteer opportunities.
http://www.nationalservice.gov/for_organizations/volunteers/index.asp	Database to volunteer for government organizations.
http://www.unv.org/how-to-volunteer.html	How to volunteer with the United Nations.
http://www.redcross.org/en/volunteer	Volunteer for the red cross.
http://www.projects-abroad.org/projects/sports/	How to volunteer abroad, there are many different tasks available.
http://worldteamsports.org/support/volunteer/	Volunteer abroad to help teach sports in underdeveloped countries.
http://www.volunteermatch.org/search/index.jsp?r=msa&categories=19&l=Washington%2C+DC+56972%2C+USA	Volunteer opportunities listed in the Maryland and DC area.
http://www.cawvsports.org/	Volunteer with the challenged athletes of West Virginia
http://www.volunteerguide.org/?qclid=CIiwwvDi-7ECFedlOgodwhQABg	Helps potential volunteers find out what type of opportunities fit them.
Job Descriptions of Volunteers (Examples)	Website Details
http://nonprofit.about.com/od/volunteers/a/volposdescsample.htm	Another example of how to write a volunteer job description
http://ag.udel.edu/extension/4h/shootingsports/ShootingSportsVolunteerJobDescription.pdf	The Delaware 4H Volunteer Job Description.



Available Resources Continued

Volunteer Management Resource Center

<http://www.idealists.org/info/VolunteerMgmt/Developing#Four>

Tools and ideas for developing your volunteer Program

Managing Volunteers

<http://www.energizeinc.com/ideas.html>

Ways to recognize volunteers

<http://www.energizeinc.com/art/subj/train.html>

Training tools for volunteers

You Tube Videos on Volunteering:

<http://www.youtube.com/watch?v=I5cA2zdLBzs>

Do It

<http://www.youtube.com/watch?v=aS-mAz34NA0&feature=plcp->

The Power of Volunteering

<http://www.youtube.com/watch?v=W7xmCQgDxnk>

Get Your Volunteer On

<http://www.youtube.com/watch?v=naXpI6H6p0A>

How to Recruit and Keep Volunteers

http://www.youtube.com/watch?v=5lez952X_CE

Volunteer Presentation: Good and Bad

<http://www.youtube.com/watch?v=WjqCojle9Bk>

Volunteering Will Make You Happier & Healthier

http://www.youtube.com/watch?v=Xv1_ga_zkBU

The Volunteer Experience

http://www.youtube.com/watch?v=Hss_gn3xH9A

WVU Students Volunteer with the united way