



Enter here. Start anew.

CITYGATE[™]
NETWORK

*Against
All Odds*

1 John 5:4





Welcome to

Revitalize Volunteer Engagement in a Post- Pandemic World

Presenter:

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The Big 5 of Volunteer Engagement

1. Recruiting
2. Training
3. Managing
4. Reviewing & Reporting
5. Appreciating





Recruiting

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Recruiting

Prepare

- Position Descriptions
- How is your role written?
- Why is this role appealing?

Advertising

- How and where are you advertising?
- What is your language?

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Recruiting

Peer-to-Peer

- *Recruiting Competition with staff*
- *Volunteers invite their friends, coworkers, and churches*

Recruiting Sites

- *Volunteer Match*
- *Volunteer East Tennessee*

Social Media

- *Work with your marketing team to recruit online*

In-Person Events

- *Not always the best, but can strike gold*

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Okay, you got them. Now what?

- *Acquisition is only one piece of the puzzle.*
- *Don't recruit & onboard, then never see them again.*
- *So, what's next?*

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Training

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Vision Casting

People want to know that the work they do matters.

- Share stories of restoration*
- Share the need and how their involvement is directly helping to get more engagement*
- Work with your Programs and Communications teams to capture and share these stories*

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Vision Casting

People want to know that the work they do matters.

- *Share statistics.*

A	B	C	D	E
	4/24/2024			
	Category	Totals	% Capacity	
	Overnight Men (202)	195	97%	
	Salvation Army	0		
	Overnight Women (102)	98	96%	
	New Life (44)	24	55%	
	Serenity (32)	17	91%	
	Families	12		
	Adults	5		
	Children	7		
	HomeCare(10)	9	90%	
	LaunchPoint	14		
	Crossroads Guests	29		
	Crossroads Services	41		
	Breakfast	334		
	Lunch	301		
	Dinner	364		
	Total Emergency Dorms	293	96%	
	Total Overnight Census	355	91%	
	Total Meals Served	1028		



Creating a culture of lifelong learners

Lunch & Learns

- *Send a survey to see what they're interested in*
- *You don't have to be the expert, just bring one in!*

Video Training

- *They can watch these on their own time*
- *Take advantage of free webinars*
- *Some examples of what we've used:*
 - *Ryan Dowd*
 - *Paul Metler*
 - *Steve Cuss*

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Team Work

Invite Them In!

- *Invite one volunteer group each quarter to All-Staff Meeting*
- *Erase the divide – there is no “us” vs. “them”*
- *Invite them to all ministry sponsored events*

Supervision & Showing The Ropes

- *Work with staff & lead volunteers to take new volunteers under their wings*
- *Provide them with the handbook*

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Managing

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How many hats are you currently wearing?



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Managing

Find the right system and make it work for you

- Scheduling, delegation, problem solving, task management*
- There's likely a system that's perfect for you in the exhibit hall*

Look around this room

- Call each other!*

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Reviewing & Reporting

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Set Goals and Compare

Goals

- Are you reaching your volunteer goals?
 - If not, what needs to change?*
 - If so, what can we celebrate?**

Compare

- Schedule a planning day – no dream is too big*
- Regularly review your ideal state*
- Compare it to what is actually happening*
- Steps Needed to Change*

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Measure & Share the Impact

Similar to Vision Casting

- *Share the stories!*

Reports

- *Board Reports*
- *Send numbers and stories to partners*
 - *churches, businesses, schools, etc.*





*Appreciate,
Appreciate,
Appreciate!*

*Against
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Informal Thank You

Just say it

- *Every volunteer. Every shift.*



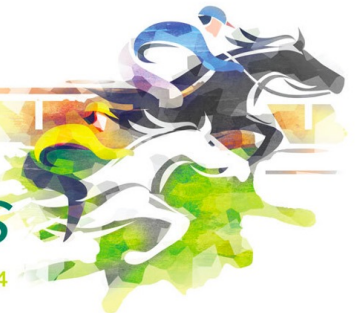
Tangible Gratitude

An actual “something”

- *Mailed thank you cards, birthday cards, handwritten notes from guests*
- *Take them to coffee*
- *Volunteer branded gifts*
 - *4-Imprint sends free boxes of ideas to subscribers!*

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Public Acknowledgement

Make it known

- *Volunteer of the Month*
- *Featuring volunteers in everything we send out*
- *Celebrate and recognize milestones and achievements*

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Appreciation Events

Make it something they'd like.

- *Celebration Banquet*
- *Volunteer Appreciation Month*
- *Drop-In Style*
- *No fundraising, no asking, no training. Just something they can enjoy!*
- *Invite them in*

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Any Questions?

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*Thank You for Attending
Revitalize Volunteer
Engagement in a Post-
Pandemic World*

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Don't forget to do the



evaluation!

