

Revitalize Volunteer Engagement in a Post-Pandemic World

The Big 5 of Volunteer Engagement

- Recruiting
- Training
- Managing
- Reviewing & Reporting
- Appreciating

1. 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?
- *Peer-To-Peer*
 - Recruiting Competition with staff*
 - Volunteers invite their friends, coworkers, and churches
- *Recruiting Sites*
 - Volunteer Match
 - Volunteer East Tennessee
- *In-Person Events*
 - Not always the best, but can strike gold

2. Training

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
 - Share the statistics



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

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 and lead volunteers to take new ones under their wing
 - Provide them with the handbook*

3. Managing

- How many hats are you currently wearing?
- Find the right system, and make it work for you
 - Scheduling, delegation, problem solving, task management
 - There's likely a system perfect for you in the exhibit hall
- Look around this room
 - Call each other!

4. Reviewing & Reporting

Set Goals & Compare

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

Measure & Share the Impact

- Similar to Vision Casting
 - Share the Stories!
- Reports
 - Board Reports*
 - Send numbers and stories to partners
 - Churches, businesses, schools, etc.

5. Appreciate, Appreciate, Appreciate!

Informal Thank Yous

- 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!

Public Acknowledgement

- Make it known
 - Volunteer of the Month in our newsletter*
 - Featuring volunteers in everything we send out*
 - Celebrate and recognize milestones and achievements

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!

*indicates resources that are available for you

