



Engaging Volunteers & Members

Why do People Volunteer?

- Believe in the cause
- to use skills & experience
- Affected by the cause
- Explore one's own strengths
- Improve job skills

Different Approaches for Different Generations

- Older Adults are concerned about health & safety & want to volunteer in person
- Sandwich generation has less time than ever, inflation is impacting all forms of giving
- Newcomers & under employed are looking for resume building opportunities & references
 - Newcomers are also looking for connection to their community
- Younger generations want to know that they are making a difference

What do you want your volunteers to do?

Value in having defined & outlined roles

- What do you need them to do?
- What skills/attitudes/knowledge are required?
- What will be their motivations & potential barriers?
- What does this job contribute to the organization's mission?

Consider the impact of a Volunteer's Contribution

- People do understand and value volunteering but more than ever they want to know the difference that is being made
- Know & share the value of the volunteer contributions
- If they are not valued, why would they stay

**If you want someone
to do a good job - then give
them a good job to do!**

The Number One reason that people become involved as volunteers is because they were asked!

So Ask!

Your Recruitment Strategy

- How many volunteers & who do you need?
- Where & how can you reach them?
- What is the message & how will you communicate it?

Consider these...

- Know what motivates the types of volunteers out there – it's not one size fits all – Families, Youth, Seniors/Matures, Baby Boomers, New Canadians, Employer Supported volunteerism and more
- Virtual Volunteerism is a thing – not to replace in-person volunteering, but will enhance the help or support provided by in-person volunteers (eg someone to do phone calls to members, run your website or social media, etc.)
- Collaborate with your other Minto organizations – events, activities and shared volunteer resources
- Consider occasional/event-based volunteers
- What worked in the past may no longer bring the same results – create strategies tailored to the job that you need done & who you want to attract

Retention

It is equally important to retain those volunteers and members who you already have. It takes less effort to keep your existing members & volunteers than to recruit and train new volunteers.

- Important to make sure your volunteers & members know what is expected of them – consider this to be like orientation &/or training
- Build relationships through connecting & communicating with your members – this too is not a one-size fits all – understand that everyone is different
- Ask for their feedback and welcome their input & ideas to run your program/group
- Volunteer recognition - provide authentic recognition & appreciation

When people feel their work is valued, they will meet & even exceed what you need from them.

Summary Takeaways

- Build meaningful relationships
- Be flexible & accommodating
- Be sensitive to gender, culture, language & age
- Provide online engagement in recruitment
- Develop customized approach to engagement